The President’s Message
By Carl Zurborg, President, National Dairy Shrine

This has been another banner year for National Dairy Shrine. It was made possible by the cooperation and hard work of our Board of Directors, numerous committees and individual members. Many of you contributed to NDS with memorial gifts and contributions to the remodeling fund. Thanks to all of you.

There is so much work that goes on behind the scenes in the nomination and selection of youth winners and the naming award honorees who are industry achievers. Each committee has a chairperson and several members who do the difficult job of naming the winners. This, of course, a big responsibility and it is carried out in a professional and conscientious manner. There are about 200 members who are involved in this and other functions.

We are very appreciative of Dairy Management, Inc. (DMI) for their continued support of many of our Youth Scholarship Programs. Their recognition of the need for well-trained people with technical and marketing expertise will help to keep the dairy industry moving forward. Their support, along with other important scholarships offered by National Dairy Shrine, help to offset the ever increasing costs of higher education. The more than $30,000 to be awarded this year will enable many students to continue on their career path.

If you attend World Dairy Expo, you will have an excellent opportunity to see our newly-remodeled Visitor’s Center at Fort Atkinson, WI. It is only about 30 miles from Madison and an easy drive. The Center is open Tuesday through Saturday from 9:30 a.m. to 3:30 p.m. The museum will be open Sunday, October 1 and Monday, October 2 in the mornings only. You will find a visit interesting and educational as you view the show, exhibits and photos. If you can’t visit during Expo, it is open the rest of the year except for holidays.

Our annual meeting and Awards Banquet will again be held in conjunction with World Dairy Expo in Madison, WI. The annual meeting will start at 4:00 p.m. on Thursday, October 5. It will be followed by the Reception and Banquet where award winners will be recognized for their achievements. Please plan to attend.

Again, my sincere thanks for your support of NDS and for the opportunity to serve as your President this year.
Dr. Leland Allenstein’s influence on students, veterinarians, and producers is legendary. To everyone who knows Dr. Allenstein, he uniquely combines the role of astute scientist, respected advisor, and personable colleague. Above all, the compassionate man loves cows and loves people. And those qualities made him an outstanding veterinarian.

This year National Dairy Shrine will bestow its highest award to Allenstein by naming him the 2006 Guest of Honor at Dairy Shrine’s banquet October 5th at World Dairy Expo. He will be the 65th recipient of the prestigious honor.

Allenstein’s mark on the dairy industry goes deep, ranging from 30 years of writing over 350 columns for Hoard’s Dairyman, to serving as president of the American Association of Bovine Practitioners and receiving their highest honor — Practitioner of the Year Award in 1982. Four years later, he was elected member of the National Academy of Practice. He also served on the American Veterinary Medical Association’s Council on Education and taught at the University of Wisconsin-Madison School of Veterinary Medicine. Allenstein received numerous teaching awards over the years, including the SCAVMA Clinical Teacher Award from the American Veterinary Medical Association which is the top teaching honor in the nation for a veterinarian.

Above all, Dr. Allenstein is a leader, problem solver, teacher, and cowman. From the very beginning, Lee showed his ability by completing just one year of course work at Iowa State before being admitted into the School of Veterinary Medicine. After graduation, Lee began practicing at the Whitewater Veterinary Hospital. Six months later, the young Allenstein purchased the practice.

Many remember the prominent dairy practitioner from Whitewater, Wis., as the veterinarian for World Dairy Expo — a position he held for over 25 years. His reputation and compassion as a veterinarian was so great that exhibitors in some cases brought cows from as far away as Canada and Vermont, not to show, but so Dr. Allenstein could take a look at them.

“He has the respect of the entire industry,” says Tom McKittrick, general manager of World Dairy Expo. “It is not something that he was given; it was something that he earned.” He says. “As general manager of the show, I hear most of the complaints, and it seems impossible to please everyone. With the understanding that our show attracts the best cows in the world, not only did I never receive a complaint regarding Doc’s service and assistance, I received many, many compliments over the years,” says McKittrick. “People are always willing to complain; to take the effort to compliment indicates the highest level of satisfaction,” he went on to say.

During his career, Allenstein could relate to scholar and dairy producer alike. A strong supporter of educating more young veterinarians interested in large animals work, Dr. Allenstein was a driving force in the establishment of the School of Veterinary Medicine at the University of Wisconsin-Madison. Allenstein and other groups convinced the legislature that the school wasn’t only for veterinarians but the school was being built for the livestock industry.

In 1987, Lee became a Clinical Professor and later a Faculty Associate. He instructed soon-to-be veterinarians while maintaining his practice with 18 herds in the Whitewater area. This gave students the opportunity to learn needed science, while, at the same time, gaining practical knowledge from a hands-on veterinarian. For Lee, relating science to the real work was a lifelong pursuit.

“Dr. Allenstein is a gifted teacher,” notes Dr. Sheila McGuirk, professor at the University of Wisconsin School of Veterinary Medicine. “At a time in his life when most would consider slowing down, he joined the School of Veterinary Medicine faculty” says McGuirk. “To no one’s surprise but his own, he was recognized as an outstanding clinical teacher.”

One of Allenstein’s great joys was working with dairy producers. Lee was a natural instructor because he enjoyed explaining medical situations to clients. He always tried to teach something to every client. He would look at a sick cow or a condition in a herd and then help the producer learn something from it to prevent it from happening again. Allenstein treated every client as his partner. And, in doing so, he wanted every partner dairy farmer to be a success. That philosophy served him well as a veterinarian.

Allenstein is a gifted leader. He served as President of the American Association of Bovine Practitioners and Chairman of the Board of Directors for the Wisconsin Veterinary Medical Association. In addition, he was a 12-year member of the National Exam Board for the American Veterinary Medical Association which he chaired for a year.

In his community, Allenstein served on the First English Lutheran Church council for 8 years and sang in the choir for 25 years. He also was a director on the First Citizens State Bank board of directors for 37 years and has served as vice-president of that board.

Dr. Lee Allenstein has been awarded the highest honors from each of the major veterinary associations, some already mentioned. In addition, dairy producers and allied industry have recognized him by being named a Distinguished Service Award winner by the Wisconsin Holstein Association, Industry Man of the Year by World Dairy Expo, and Wisconsin Veterinarian of the Year. Allenstein also is an honorary member of the Klussendorf Society.
no matter what a dairy producer’s breeding goal, Regancrest-bred sires have made a tremendous impact on the global Holstein herd. In fact, the Regancrest breeding program may very well have had the greatest impact on the Holstein breed over the past decade. And the herd’s genetics has positioned itself to have a great influence for decades to come.

Holstein historian and pedigreed expert Horace Backus agrees. “The ultimate test of any breeding program is what it does for other herds and how well the cattle are accepted by the public,” he says. “Regancrest has passed these tests with flying colors.”

For these accomplishments, National Dairy Shrine will honor the Regan Family from Waukon, Iowa, as the 2006 Distinguished Cattle Breeder. Regancrest will be the 34th herd to receive the Industry’s highest honor bestowed to a cattle breeder. The formal presentation will take place October 5th at World Dairy Expo during National Dairy Shrine’s banquet.

By most accounts, the most influential Regancrest sire is Regancrest Elton Durham. He has been the premier sire at World Dairy Expo for the past three years. At the 2005 show, Durham sired four class winners and 23 Top 10 finishers.

What’s more, Durham daughters represented nearly 25 percent of the milk cows at World Dairy Expo. While any breeder would be proud to have bred Durham, Regancrest has done so much more.

Two other highly proven, influential Regancrest sires include Regancrest RBK Die-Hard and Regancrest Juror Bond.

These two bulls, along with Durham, have over 76,000 production-tested daughters. Even more impressive, these three bulls have sold a combined 2.87 million units of semen worldwide. If that weren’t enough, Regancrest currently has 8 Holstein bulls in the Top 50 for Udders, 7 in the Top 50 for Type, and 3 in the Top 50 for Feet and Legs. Sires such as Dundee, Mr. Sam, Modest, Max, and many others are becoming household names and make up some of the 16 Regancrest bulls currently in the Top 400 TPI.

The Regan Family in Waukon, Iowa, have been farming in Allamakee County since 1853. In 1951, Bill and Angella Regan began the Regancrest Registered Holstein herd. Today their sons and their families run the operation: Frank, Ron, Bill, and Charlie. Ron heads up feeding; Bill is the business manager and heads up crops and machinery; Charlie is the parlor manager and in charge of heifers; and Frank manages the genetics and herd health. In all, the farm operates 3,000 acres, with 2,100 tillable, and have over 1,800 head of cattle.

All of the family members play a critical role in the day-to-day operation. “Regancrest is a family farm, and the Regans stress family values in their day-to-day operations,” notes Charlie Will, manager of the Holstein sire program for Select Sires. “I have had the honor and privilege to work with the Regans for over 20 years. They have always conducted themselves with the highest standard of honesty and integrity in everything they do,” says Will.

They have sold cattle to 40 states and 5 countries, while embryos have been exported to 12 countries. To date, 350 bulls have been sent to A.I. sampling programs with 166 being plus proven for milk. What’s more, 26 bulls are being actively marketed by A.I. companies.

Equally impressive are the cows. To date, 354 cows with the Regancrest prefix have produced over 100,000 pounds of milk in their lifetime. An additional 11 cows have made over 200,000. Also, there have been 77 cows recognized by Holstein USA with Dam of Merit honors and 50 as Gold Medal Dams. These achievements are bestowed on cows that have stood the test of time and have passed on their great genetics to their offspring.

The herd also has outstanding type. The Regans have bred 121 Excellent cows. In 2005, the Regancrest herd BAA stood at 106.2 which ranked first in the nation for herds with 251 to 300 cows. That means the Regan cows average about 6 points higher than the average Holstein cow. Current herd average is 24,457 M of milk, 939 of fat, and 774 of protein.

The cornerstone of the Regancrest herd is Snow-M Denises Dellia who the Regans developed after purchasing her as a young cow from Robert Snow. Dellia has 20 Excellent daughters of which 12 are Gold Medal Dams. Dellia, EX-95 3E was developed by the Regans and is the dam of Durham. Dellia was also “Global Cow of the Year” in 2005 by popular vote of the Holstein International magazine.

Dellia’s daughter, Regancrest Jed Deborah was the first, four-time Grand Champion at the Iowa State Holstein Show and has lifetime credits of 250,120 pounds of milk.

“It is worthy to note that the Regancrest bulls in the Holstein USA’s Redbook and Holstein Canada’s Who’s Who are not all from the Dellia family,” says Backus. “This indicates that their breeding program encompasses a wider scope than just the one-cow family.”

The full sister to Regancrest Juror Bond is the dam of the 2004 High Honorable Mention Junior All-American 3-year-old. Regancrest Fall Bonnie, another family member, is listed as number one on the Iowa Class Leader List for Protein with a record of 305 days and 1,324 pounds of protein. The Regans also have three other All-American nominations: the 2003 All-American Winter Yearling; the 1999 nominated All-American best three females; and in 1997 a nominated Junior All-American junior 2-year-old.

“It is a great accomplishment to breed a great herd of cows; it is an even greater accomplishment and bigger challenge to breed great sires that help all breeders develop a better herd of cows,” says Will. “The Regancrest herd has helped thousands of dairymen do just that.”

Frank Regan
Each year, National Dairy Shrine honors three or four 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 and their portraits are then displayed at the National Dairy Shrine Visitors’ Center in Fort Atkinson, WI.

This year, the honorees include James N. McArthur, founder of McArthur Farms, Okeechobee, FL, Louis “Red” Larson of Larson Dairy, Inc, also of Okeechobee, Lewellyn Mix, nutritionist and dairy economist currently residing in Virginia Beach, VA, and Maurice Mix, who lead the Holstein Association’s classification program and then helped foster worldwide markets for U.S. Holsteins as their Director of International Affairs. Mix resides in Brattleboro, VT in the summer and Venice, FL in the winter.

James N. McArthur, who died in 1972, was a true pioneer in every sense of the word, but especially in forging the path to “mega-dairying” in Florida. Known as “Mr. Mac,” McArthur is credited with bringing modern dairy farming practices and dairy processing technology to Florida. His career began as an educator, principal of Miami’s Dade County Agricultural High School, where he taught students the need for a dairy industry near the fast-growing metropolitan area. He set up a model farm, processing plant, and door-to-door delivery service, all student run. In 1929, just before the stock market crash, he borrowed money and launched out on his own with 20 Jersey cows, processing his own milk and establishing a delivery route. By the end of World War II he was milking 5,000 cows and later 10,000 cows, all the while expanding the processing and retail business to direct market the milk. In the 1960s, due to urban sprawl, he moved McArthur Farms to Lake Okeechobee County, where it continues today with 8,500 milking cows. McArthur pioneered the practical application of milking machines, bagged silage, artificial insemination and a long list of conservation practices in Florida. He is also responsible for technological advances in milk processing. He was a strong believer in a quality product and enhanced the image of milk and milk products in the rapidly growing Florida market. He was also ahead of his time in employee management, putting the well being of employees high on the priority list. His generosity as a philanthropist has supported projects at universities, high schools and churches.

Louis “Red” Larson, owner/operator of Larson Dairies, Inc. in Okeechobee, FL actually got his start in dairying milking weekends and summer vacations for McArthur when he was in high school. After serving as a pilot in World War II, Larson came home to college. After two years at Miami University, Larson jumped at the opportunity to rent a 160-acre dairy in Dade County. A few years later he initiated a partnership with a former employer and purchased a farm in Broward County. Soaring land prices and urban sprawl nudged Larson to dissolve the partnership and he purchased a dairy in Palm Beach County. After 17 years, encroaching neighborhoods, made it necessary to move again, this time to the farms’ current location, where Larson and his two sons operate the 12,500-cow dairies on 10,000 acres. Larson was a leader in the dairy industry as well, instrumental in the development of the Independent Dairy Farmers Cooperative, to collectively give marketing muscle to dairymen as they dealt with processors for a fair price. Working with other members of the cooperative, Larson helped form Dairy Farmer Incorporated (DFI), which became the advertising and promotional branch of the Florida dairy industry. Long before the national milk check-off program was established, DFI had initiated a voluntary check-off for milk promotion. Larson was president of DFI for most of the 1970s and early 1980s. He became an active supporter of the national milk check-off program as well. He also became involved in National Milk Producers Federation, serving as vice-president and president. During the Kennedy-Johnson administration, he served on the National Dairy Committee as an advisor to the President on dairy policy issues.

High phosphorus levels in nearby Lake Okeechobee instigated environmental practices on dairies in the area and Larson worked tirelessly to get government assistance to help dairies fund the necessary alterations to meet compliance of regulations. Recognizing that private sector funding was needed to supplement dwindling state and federal agricultural research funding, Larson joined a new, fledgling organization called SHARE, created to raise private funds for agricultural research. A few years later he played a pivotal role in convincing Florida dairy producers to initiate a milk check-off program to support research, teaching and extension programs. So far, the program has infused more than $3,000,000 into University of Florida and Georgia dairy programs. It is the only program of its kind where dairy producers actually select which research, teaching and extension programs they wish to fund each year. Larson has received many honors for his contributions and recently, the University of Florida named their Dairy Science building after Larson.
Lewellyn and Maurice Mix will also be honored as National Dairy Shrine Pioneers this year, each having impacted different aspects of the industry. After graduating valedictorian of his high school class in the northern New York town of Heuvelton, Lew Mix received his B.S. in animal science at Cornell, then his Ph.D. at the University of Minnesota. He launched his career with Beacon Milling Co., Inc., beginning as a dairy nutritionist and moving into the positions of Director of Dairy Research, Vice President of Feed Manufacturing, and Vice President and General Manager of Beacon Division of Textron. In 1966, he began working for Agway, Inc., serving as Director of Dairy & Livestock Management, then later as Vice President and Director of Research, Vice President of Farm Merchandising, and Director of Farm Management, Research and Development, before retiring in 1986.

During his 35-year career with Beacon and Agway, Lew Mix pioneered several long-lasting advances in dairy nutrition, including forage analysis service to dairy producers, feeding sodium propionate for Ketosis control, and the use of dairy feeds in pellet form. He co-authored three editions of Profitable Dairy Management, used as a text and reference by many two-year colleges and high schools in the northeast.

Lew Mix’s contributions were not limited to nutrition. In the 1970s he assisted with the formation of Dairy Development, Inc, a dairy product development effort to increase dairy consumption. He provided leadership for the Dairy Chore Reduction Program, aimed a reducing labor-intensive chores on dairy farms. He helped raise $565,000 from 68 organizations in 13 states and three Canadian provinces to fund 20 research projects at 11 universities, dealing with free stall and stanchion housing, forage handling, milking systems and manure handling systems. Hoard’s Dairyman published and distributed 40,000 copies of the results.

Mix also pioneered a cost of production computer program for five herd sizes and five levels of herd milk production in six northeastern regions, gathered from local input prices. Results were updated twice a year and published by Hoard’s and also distributed to thousands of dairy producers. Mix also developed annual dairy enterprise budgets for five herd sizes to assist dairy producers with their yearly cash flow projections.

In the 1980s, Mix developed and distributed 12-month blend milk price forecasts for four federal and two state order milk markets, updated quarterly. His forecast prices were never off by more than 10 cents/cwt.

Since retirement, Mix has volunteered for four overseas assignments, two with Volunteers Overseas Cooperative Assistance (VOCA) in Turkey and Romania, and two with International Executive Service Corps (IESC) in Thailand and Hungary. From 1995 to 2005, he served on the Farms International Board, an organization to assist developing countries in agriculture. Last year, he served as chairman of Task Force II, Project 2005 for NE Regional Council.

Maurice Mix majored in animal husbandry at Cornell, was on the judging team and placed first in oral reasons at the 1947 Intercollegiate Dairy Judging Contest in Waterloo, IA. After graduation, he began his career as a fieldman for the New York Holstein-Friesian Association, helping members develop breeding and marketing programs with registered Holsteins. From 1954 to 1967 he worked for the auction and real estate company, Harris Wilcox, Inc, as sale manager and vice president.

Mix began working for Holstein-Friesian Association of American (now Holstein Association USA), in 1967 as Director of Classification. Under his leadership, the classification program grew from 78,000 classifications and seven classifiers in 1967, to 325,000 classifications and 23 classifiers in 1978. Mix provided the leadership to develop a program and classifiers to uniformly evaluate type traits. The U.S. classification system became a model worldwide and helped provide harmonization of traits for type around the globe.

In May of 1978, the Holstein Association charged Mix with the responsibility of Director of International Affairs. In this capacity and in cooperation with the USDA’s Foreign Agriculture Service, Mix traveled to 64 countries developing markets for U.S. Holsteins and securing export orders. His outgoing personality, knowledge and integrity earned him the respect of prospective dairy leaders in other countries and helped launch a period of “Holsteinization” of the world dairy industry in the 1970s and 1980s. Mix was the ambassador for U.S. Holsteins and became known as “Mr. Holstein” in many countries.

“Even today, traveling to Asian and Latin American countries, in particular, is relatively easy for us because when we say that we know Maurice Mix it becomes the ‘door opener’ in many of those countries,” wrote Gerardo Quaassdorff, DVM, current Executive Director of International Marketing and Development for Holstein Association USA.

Maurice devoted much of his time to help counties develop functional herdbooks and also taught dairy producers in other countries to understand the U.S. classification system and use it as a way to improve the genetics and functional type of their domestic cattle.
Genetics, cow comfort, feed quality, and management consistency are business cornerstones for 2006 National Dairy Shrine Progressive Dairy Producer Award winner Scott Bohnert of East Moline, Ill.

Although “progressive” may conjure up images of automation and technology, it is more Bohnert’s constant drive for improvement, coupled with keen attention to detail and basics, that have helped Bohnerts Farms grow and thrive. From zero cows 22 years ago, the dairy currently milks 140 Jerseys that were the breed’s eighth highest producing herd in 2005.

Together with his brother, Brian, and their parents, Jim and Wanda, Scott takes a hands-on, dawn-to-dusk role in breeding better cows, improving how they are cared for, and growing the best feed possible for them. The cows, in turn, have responded with eye-popping production that has hovered just over or just under 20,000 actual pounds of milk per cow each of the last nine years. Remarkably, this has occurred with just twice-a-day milking.

It is excellence that did not come by accident. The herd began in 1984 when Jim Bohnert bought two cull Jerseys at the local sale barn for the young boys. Needing only enough animals for 4-H and show projects, their “herd” didn’t begin selling milk until late 1989, when it had shot up to 10 head.

Scott and Brian did all the work, including bucket milking in a 4-stall flat barn the family built itself. A pipeline went in a year later and, since they had big dreams, a 40-cow free stall barn went up shortly thereafter. They had no idea how quickly those dreams would come true. Total mixed ration (TMR) feeding – often regarded as being “just for big herds” – began long before the new barn was full. This decision was an early hint at Scott’s willingness to incorporate efficient, progressive tools into his own management methods, especially those that would do something more for the cows or do it better.

Close attention to dairy basics, heat detection, breeding, calf raising, and cow comfort, resulted in the new barn filling up faster than expected. So, in 1994 the brothers built an automated double-3 side-opening parlor to handle what they thought were all the cows they would ever have.

New horizons arrived later in the decade when Scott did a junior college work-study internship at a large, high producing, genetically progressive Jersey dairy in California. It was an experience he says dramatically changed his thinking and sharpened his vision.

“This was a tremendous opportunity to work with a Jersey herd that had proven success with outstanding production, and had an excellent breeding program,” Scott explains. “I was able to learn a great deal about embryo marketing, nutrition programs, and overall sound management programs. Coming back home, I was able to utilize my hands-on education and apply it to our farm.”

Upon his return, plans were set into motion to expand the herd to 100 cows, which was accomplished in 2000. Herd size gradually increased even further to its current 140 head, all the while maintaining or increasing production per cow and reducing somatic cell counts. Production efficiency also soared to one million pounds of milk produced per employee per year.

Virtually all growth has come from home-raised animals, which reflects their passion about genetics and animal husbandry, as well as a conservative business approach to debt load. In fact, keen attention to the maternity process and newborn calf care have produced a regular surplus of animals, which helped fund a new double-12 parallel parlor with automatic takeoffs and milk meters in 2004.

This parlor was actually step one in a long range plan that will take Bohnerts Farms to 500 cows milking. This summer, the family invested in the first of two 250-head free stall barns and a concrete manure storage facility with enough capacity for an entire year. They hope to add the other 250-head barn in 2008.

“As we expand and progress, we don’t want to jeopardize our management strategy,” says Scott. “Our goal, regardless of size, is to maximize production by breeding high quality Jerseys, providing sound cow comfort, and producing top quality feed.”
National Dairy Shrine has selected three outstanding college students for the prestigious Kildee Scholarships. Sarah Krall of Lebanon, Pa. and Jonathan Schefers of St. Paul, Minn. will each receive a $3000 scholarship for advanced study. Raechel Kilgore of Airville, Pa. will receive a $2000 scholarship for undergraduate study.

The Kildee Scholarships, established by National Dairy Shrine in 1950, honor H.H. Kildee, Dean Emeritus of Iowa State University’s College of Agriculture. Dr. Kildee excelled as a judge of dairy cattle, helped to establish the National Intercollegiate Dairy Cattle Judging Contest, and supported student judging programs throughout his life.

Sarah Krall completed her Bachelor of Science degree at Delaware Valley College, Doylestown, Pa. As an undergraduate, Sarah maintained an impressive 3.9 grade point average while balancing numerous extracurricular activities and jobs at two local dairy farms. As a member of the Delaware Valley College Dairy Society, she co-chaired the Green and Gold Spring Spectacular consignment sale and served as president and vice-president of the College’s InterClub Council. Sarah was also active in Sigma Alpha, serving as first and second vice-president, and was vice-president of Delta Tau Alpha. She was a member of the public relations committee for A-Day, a representative to the Inter-Greek Council, and a member of the Intervarsity Christian Fellowship. She also enjoyed success in intercollegiate dairy judging, placing sixth overall and thirteenth in reasons at the national contest at Madison in 2005. Sarah’s family had a farm until she was 11. At that time, some of the family’s cows were moved to her uncle’s farm, and she continued to raise her own herd and work for her uncle until starting college. Her experiences have led her to choose a career in the dairy industry as a veterinarian. Sarah will use her scholarship to pursue a degree at the Virginia-Maryland Regional College of Veterinary Medicine, Blacksburg, Va.

Jonathan Schefers earned a Bachelor of Science degree at the University of Minnesota, where he accumulated a grade point average of 3.87, named to the Dean’s honor list for four years. Jonathan served as vice-president of the Gopher Dairy Club, helped to arrange student participation in regional and national meetings of the American Dairy Science Association, and represented undergraduate students in departmental review sessions. He also held the position of at-large representative for the American Dairy Science Association Student Affiliate Division and was a member of the 2006 Dairy Challenge team. Outside of Dairy Club, Jonathan was active in Alpha Gamma Rho, and was a representative on the College of Agricultural, Food, and Environmental Sciences Student Board and the University’s Stadium Advisory Committee. In the 2005 national judging contest at Madison, Jonathan placed eleventh overall and first in the Red and White Breeds. He also earned sixteenth place overall and third in reasons at the 2005 All-American contest and eleventh overall and fifth in reasons at the 2004 Louisville contest. Jonathan’s interest in dairy cattle stems from growing up on his family’s farm, where, at the age of 10, he began selectively mating cows and purchasing semen for the herd. His involvement in breeding decisions at the farm has continued during his college career and has expanded to include analyzing Dairy Comp 305 data, making culling decisions, and implementing new reproductive management strategies. Jonathan plans to begin graduate school at the University of Wisconsin, Madison this fall. He hopes to become a college professor and conduct research in dairy cattle breeding.

Raechel Kilgore, a senior at the Pennsylvania State University, received the Kildee scholarship for undergraduate study. Raechel has achieved an impressive 3.99 grade point average and has been named to the Dean’s list every semester. She has been very active as a member of the Penn State Dairy Science Club, serving as editor of the Dairyman yearbook, chairperson of the OsteoChallenge, co-chair of the Scrapbook committee, and a member of the Dairy Days and Public Relations committees. In addition, Raechel serves as an Ag Advocate, interacting with prospective students and their families, and is a member of honor fraternities Alpha Zeta, the Coaly Society, and Gamma Sigma Delta. Prior to college, Raechel held offices of president and vice-president in 4-H, served on the York County 4-H Dairy Council, assisted in coaching the York County 4-H judging team, and received her Keystone FFA Degree. Raechel also was selected to represent Pennsylvania at the National 4-H Congress and at the National 4-H Dairy Conference, and has served on the Pennsylvania Junior Holstein Association Executive Committee. Furthermore, she was chosen as the 2002-2003 Pennsylvania Dairy Princess. In addition, Raechel is an outstanding judge of dairy cattle. In 2001 she won the National 4-H judging contest and placed second in oral reasons. At the collegiate level, she placed fourth in reasons and ninth overall at the 2005 Louisville contest. Her experiences growing up on a farm, participating in youth programs, and college internships with the Pennsylvania Center for Dairy Excellence, AgChoice Farm Credit, and Alto Dairy Cooperative, have led Raechel to choose a career in public relations and dairy promotion.
Great idea for a Christmas card!
During the past year NDS has purchased pasture scene paintings of each of the 7 dairy breeds from the renowned artist, James S Baird (retired Art Director at Hoard’s Dairyman). These paintings are now displayed in the lobby of the National Dairy Shrine Visitors’ Center.

Greetings cards have been made featuring these painting and are now available in 4-color for you to purchase. They will be available at the NDS Booth at World Dairy Expo or can be ordered from NDS office.

Order Today!

1 box or pkg. of 10 4-color cards (breed of your choice) $10.00

Postage on 1 box $ 2.00
Postage on 2 boxes $ 4.00
Postage on 3-10 boxes $ 6.00

Ten or more will be shipped via UPS.
NDS will charge actual cost of shipping

Please send me _____ boxes
___ Ayrshire (A)
___ Brown Swiss (B)
___ Guernsey (G)
___ Holstein (H)
___ Jersey (J)
___ Milking Shorthorn (M)
___ Red & White Holstein (R)
___ Winter Scene (W)

Check enclosed for $__________ or
Visa or Mastercard #: _____________________________
Expiration date: _______________________________

Name: __________________________________________
Street Address:____________________________________
City: __________________ State: _______ Zip:________
Phone: __________________________________________

Send your order to:
National Dairy Shrine
1224 Alton Darby Creek Road
Columbus, OH 43228
S
tven college students from across
the nation will be recognized by
National Dairy Shrine (NDS) for
their strong leadership skills, academic ex-
cellence and interest in the dairy industry.
The annual award recognizes graduating
seniors whom are plan-
ing to enter dairy-relat-
ed careers in the coming
year.

This year’s first
place award winner is
Jonathan Schefers of
Paynesville, Minnesota.
Schefers will receive
$1,500 at the NDS awards
banquet. Second place
honors and a $1,000
cash award go to Daryl
Maulfair of Jonestown,
Pennsylvania. Five additional students
have been named as $500 award winners.

Placing third through seventh in the con-
test are: Rebekah Mast, Denair, California;
Molly Florent, Marengo, Illinois; Justin
Risser, Bainbridge, Pennsylvania; Joel
Krall, Lebanon, Pennsylvania; and Cory
Salzl, Eden Valley, Minnesota.

More about the Winners…

1st Place, Jonathan Schefers is a May
2006 graduate of the University of Min-
nesota with a degree in Animal Science.
Jonathan held leadership positions with
Gopher Dairy Club, Alpha Gamma Rho
fraternity, the National American Dairy
Science Association-Student Affiliate Di-
vision, and the Minnesota Junior Holstein
Association. He was also successful in
dairy judging as high individual Red and
White Holsteins, third team overall, and
eleventh individual overall at the 2005
National Intercollegiate Dairy Judging
Contest at World Dairy Expo.

In addition to being named this year’s
winner of the NDS Student Recognition
Program, Jonathan received the 2005
American Society of Animal Science –
Scholastic Achievement Award and the
2005 R.W. Touchberry Award, given to the
outstanding junior in Animal Science. He
has also held internships with Cargill Ani-
mal Nutrition, Genex Cooperative, Inc.,
and the University of Minnesota Depart-
ment of Veterinary Medicine.

Jonathan’s future plans include at-
tending graduate school to study dairy
cattle genetics and breeding. In the future,
he hopes to become a professor of dairy
science at a strong research university.”

2nd Place, Daryl Maulfair is a May
2006 graduate in Animal Science from
Penn State University. As a member of the
dairy judging team, Daryl was the high individual in oral rea-
sons at the 2004 Eastern States
Exposition. At the 2005 Na-
tional American Dairy Science
Association-Student Affiliate
Division conference, he was
captain of the first place quiz
bowl team and first place in
the undergraduate presentation
contest with his presentation,
titled “Management Consi-
derations for Shortened Dry
Periods.” Daryl’s future plans
include attending graduate school at Penn
State University in dairy cattle nutrition
and to work as a dairy nutrition consultant.

3rd Place,
Rebekah
Mast graduated in May
2006 from California
Polytechnic State Uni-
versity, San
Luis Obispo,
with a degree in
Dairy Science
and
http://www.dairyinfo.com
Five of the nine National Dairy Shrine-DMI Scholarships will be awarded to students from Minnesota this year. The scholarship recognizes college students for their achievements and talents especially as they relate to dairy marketing. Winners receive scholarships sponsored by National Dairy Shrine and Dairy Marketing Inc. (DMI). Aside from the Minnesotans, the other winners came from Kansas, New York, Maine and Wisconsin.

The winner, Annie Whitehill, is a Kansas State University student majoring in agricultural communications, journalism, mass communications and advertising. “As members of the dairy industry, we know our products are important in people’s diets. I want to ensure that Americans fully grasp this concept and they are aware of the many dairy foods available to them. They deserve healthy bones and should live a healthy life with dairy. I hope to further this cause through my career in dairy product marketing,” Annie stated in her application.

Marketing is her specialty as she has thoroughly enjoyed two years worth of national competition. “It’s a great opportunity to meet people from advertising and public relations agencies, trade publications and corporate marketers,” she declared. “Competing on Kansas State’s student marketing team for the National Agri-Marketing Association has probably been one of my most applicable college experiences,” she added.

Griffin Moag of Pavilion, N.Y., earned the second-place scholarship. A student at Cornell University, majoring in applied economics and management, he has interned for such companies as General Electric and Cargill Animal Nutrition. International experiences include marketing studies in China, Viet Nam and New Zealand, with the New Zealand Milk Marketing Board.

Griffin’s family operates a 1500-cow dairy farm (Noblehurst Dairy) in western New York State. “In the future, we would like to focus on producing milk that will better meet the customers, health and nutritional needs and become more engaged in marketing such products,” said Griffin.

Natalie Keene of Canton, Maine, placed third. She is a student at Virginia Tech with dairy science as her major and applied agricultural economics as her minor. Natalie has worked as a temporary marketing associate for Genus Breeding Services in England. Closer to home, she interned for the Pennsylvania Department of Agriculture and this summer she interned with World Wide Sires.

Natalie’s goal is a career in public relations or as an agricultural lobbyist, while continuing to build her own herd of registered Holsteins. “In the face of mounting adversity, which includes negative public perception, urban sprawl and increasing competition from other sectors, I feel strongly that our industry is in need of strong supportive voices and I hope to find an occupational niche where I am able to help provide such a voice,” Natalie wrote in her application.

Lisa Thompson of Starbuck, Minn., was the fourth place winner. She is a junior at the University of Minnesota, marketing is her major, agricultural economics her minor.

“Marketing is an area in which I have always had a strong interest,” Lisa declared “Dairy marketing is going in a great direction and I would like to be one of the people who help it continue strongly into the future,” she concluded on her application.

Leah N. Johnson was the fifth place winner. Raised on a farm near LeCrescent, Minnesota, she’s a student at the University of Wisconsin at River Falls. “Education is key!” she declared. “I truly believe this statement.” Leah has taken that phrase to heart not only to further her own ambitions, but to also advance those of others. She’s majoring in agricultural education and hopes that her contributions as a teacher will make a difference in the lives of young people. A former Houston County Dairy Princess, she proudly says that she will always strive to give back to the industry which she loves.

Becky Martin of Sitzer, Wisconsin, a student at the University of Wisconsin - Platteville, earned sixth place. Among the many honors she has received was being named Wisconsin Outstanding Holstein Girl in 2004. She grew up on the family farm and enjoys all that the lifestyle has to offer. So much so, that she hopes to take the operation over some day. Also, she stated, “I want to be a role model for youth and give them the help and guidance that I received growing up because the youth of today are the leaders of tomorrow!”

Seventh place went to Robyn Schnobrich of New Ulm, Minnesota. A student at the University of Minnesota, majoring in animal science, she will graduate in December of this year. The motivation for her future as a promoter of the dairy industry comes from two sources, she noted in her application. One, her own farm background. Second, the negative perceptions some people have of animal agriculture in general and the dairy industry in particular. She wants to help eliminate such practices.

Bradley L Davis of Cokato, Minnesota placed eighth. This animal science major at the University of Minnesota says that marketing plays a major role in the daily operation of the family farm. Brad plans to return to the families 200 cow Holstein herd upon graduation.

Continued on page 12
McCullough Winners

National Dairy Shrine (NDS) has announced the two winners of Marshall E. McCullough scholarships for 2006. The scholarships are presented in memory of the well-known Georgia nutrition researcher and educator, Dr. Marshall E. McCullough. The awards are given to incoming college freshmen planning to major in dairy/animal science with a communication emphasis or in agricultural journalism with a dairy emphasis. One $2,500 scholarship will go to the winner and one $1,000 scholarship will go to the runner-up.

Caitlin R. Rohe, outstanding student and 4-H member from Syracuse, New York, will receive the $2,500 scholarship. Caitlin graduated this spring from Marcellus High School and has been accepted at Cornell University where she plans to major in Animal Science Communications. Active in 4-H Caitlin has served as President, Secretary, Treasurer and Activities Writer in her 4-H club. As the reigning New York State Dairy Princess, Caitlin estimates she has reached more than 4,000 school children via TV, radio, farm meeting and school programs. This summer she has an internship with the American Dairy Association and Dairy Council.

Londa Johnson, LaCrescent, Minnesota was selected to receive the $1,000 scholarship. Londa is also an outstanding student and has been accepted by the University of Wisconsin-River Falls where she plans to major in dairy science. Londa has demonstrated her leadership abilities having served as President of her local 4-H club, the Winona FFA Chapter, and as a district FFA officer. She has been involved in many public speaking competitions and currently serves as the Minnesota State Beef Ambassador. She has also excelled at dairy judging by placing second in the 2005 North American International Livestock Exposition 4-H Dairy Judging Contest.

2006 NDS/Iager Scholarship

Esther M. Rupp, Seville, Ohio has been selected to receive the National Dairy Shrine/Iager Dairy Scholarship Award. This is the third year for this $1,000 scholarship that is provided by Charles and Judy Iager, Maple Lawn Farms, Inc., Fulton, Maryland. This award is given to an outstanding student in a two-year agricultural school who is pursuing a career in the dairy industry.

Esther has just finished her first year at The Ohio State University Agricultural Technical Institute at Wooster, OH. Raised on a dairy farm, Esther has been active in 4-H, FFA, Ohio Junior Holstein Association, dairy showing and judging activities. In 2005 she received the Judi Collinsworth Outstanding Junior Exhibitor Memorial Award. She is currently President of the Ohio Junior Holstein Association, 2006 Wayne County Dairy Princess and served as the 2005 Ohio Holstein Queen.

An outstanding student in both high school and now college, she is also very active in student organizations. Esther is the 2006 President of Phi Theta Kappa International Honor Society and vice-president of the OSU-ATI Dairy Club. In addition, she will be representing ATI on the dairy judging team this fall.

Knowing and understanding the markets for milk and crops will help him make optimal selling decisions to manage the family farm in the most efficient way possible.

Justin Reeck, from Paynesville, Minnesota is on track to graduate in May of 2007 with an animal science degree from the University of Minnesota. Justin plans to return to the family farm after graduation. Active in the Gopher Dairy Club, Justin has been involved with the Gopher Dairy Bar, FFA judging contest, ADSA and the dairy challenge.

As the student manager of the Gopher Dairy Bar, Justin sees the results of a strong current marketing program for the industry. “I am personally grateful that the dairy industry is helping to ensure a positive marketplace for future producers such as myself,” said Reeck in his application.

The NDS/DMI milk marketing scholarships are sponsored by Dairy Management Inc. (DMI). DMI helps build demand for dairy on behalf of dairy producers and is dedicated to the success of the dairy industry.
Robert Teixeira, of Turlock, CA, has been named the 2006 Klussendorf Scholarship Award. This $1,000 scholarship is awarded annually to a student who has successfully completed at least one year at a two or four-year college or postsecondary program, with a major in Dairy Science or Animal Science, and with plans to enter the dairy cattle industry as a breeder, owner, herdperson, or fitter. This award is made possible by a generous gift by the Klussendorf Association.

The 2006 recipient fills those shoes and more. As a Cornell University Animal Science major, Robert Teixeira has plans to return home from college to form a partnership with his family on their dairy operation, Gil-Tex Holsteins. Teixeira has experience owning, breeding, managing and showing registered Holsteins at the local, regional, and national level. He has bred four Excellent cows in the past two years under his own prefix, RJ-Tex. His trophy case is stocked with honors including First Place Individual Showmanship Contest at the 1999 World Dairy Expo; numerous Junior Holstein All-American Nominations, including Reserve and All-American wins, in addition to the 2005 All-American Red & White Summer Yearling; and dairy cattle judging awards that include National Champions in the Junior College team division and Second Overall High Individual, with First Individual in Reasons at that competition. Robert was also a member of the Cornell Collegiate Dairy Judging Team that took second place in the national competition in 2005. Teixeira was named a semi-finalist in the National Holstein Association Distinguished Junior Member contest; received the National FFA Dairy Proficiency Entrepreneurship award; is a California Star State Farmer, and was the recipient of the Inaugural Merle Howard Outstanding Junior Exhibitor Award at World Dairy Expo.

Robert has a keen interest in developing cow families. When he returns to their family farm in Turlock, Calif., next year, Teixeira has plans to enhance the current breeding and marketing programs by exporting more embryos and continuing to merchandise high-quality genetics domestically and beyond if possible. He plans to continue fitting and showing cattle throughout the country and holds a deep respect for previous Klussendorf winners that took time to mentor him since he was 16-years-old and serving as the fitter for the Gil-Tex show string. Robert looks forward to exhibiting and showing his cattle in the future “with leadership skills, an extremely hard work ethic, and presenting the animals with very high ethics and integrity.” He will be recognized at the National Dairy Shrine banquet held in October in conjunction with the World Dairy Expo in Madison, Wis.

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.

New Members Since February 2006 Chronicle

Bienfang, Kelly L., WI
Bleakney, Libby P., ME
Bohnert, Karen, IA
Botham, Lydia, MN
Brimeyer, Dan, IA
Buttles, Andrew J., WI
Buttles, Lynette E., WI
Cornett, Kathy, TX
Crawford, Frank E., CA
Duchow, David B., WI
England, Paula, OH
Ettinger, Edwin R., SC
Feeney, Nancy, IA
Floyd, Dale E., IA
Fossum, Arlyn, IA
Fremstad, Jason, WI
Fremstad, Jeana, WI
Fremstad, Jory, WI
Geoffroy, Gregory L., IA
Hill, Randy, UT
Hogberg, Maynard, IA
Hulle, Annie, WI
Jesse, Ed, WI
Knigge, Mary, VA
Kohler, Seth, OH
Lawton, Margaret, NY
Lee-Turner, Brenda, ON, CAN
Lineweaver, Daniel O., VA
Lyons, Stuart, IA
Malkemus, George, CT
Matzke, Elizabeth, WI
Mayer, Julie, MD
Meitner, Leo E., IA
Metzger, Harvey, IA
Meyer, Michael D., IA
Miller, S. Michelle, MD
Moore, Dave, MD
Moreau, Joseph, NY
Moreno, Juan, TX
O’Brien, Timothy R., WI
Page, David, PA
Risser, Justin M., PA
Rosenstein, Maurice, TX
Rucks Jr., Sutton, FL
Schooley, Warren A. D., NM
Speerstra, Craig, WI
Steer, Carol C., TN
Steinberger, Chad, TX
Sukalski, Christine K., MN
Teegen, Richard F., MN
Temme, Frederick, NE
Toft, Paul, WI
Traynor, Robert M., WI
Turner, Roger, ON, CAN
Wintersteen, Wendy K., IA
Woodburn, James D., CA
Woods, Wayne, OR
Yurgaitis, Anthony, CT
On March 2, 2006, the National Dairy Shrine officially reopened its Visitors’ Center in Fort Atkinson, WI., following renovations totaling nearly $200,000. The multimedia presentation targeted to schoolchildren now features a new state-of-the-art educational show. The show highlights the dairy industry from the farm gate to the consumer plate. It also features the historical evolution of dairy farming in the U.S.

The lower level features the Hall of Fame for the dairy industry, with displays on Guests of Honor as well as the recipients of Pioneer and Distinguished Breeder Awards. It also has a large display of early equipment used for milking and the processing of dairy products. The renovations also include additional lighting, new carpeting, and wall finishes on both levels. All of the photos of people, cows, and so forth were electronically scanned for easy storage and recovery.

Renowned dairy artist and photographer James Baird also partnered with National Dairy Shrine to display seven dairy breed paintings at the visitors’ center. The Ayrshire, Brown Swiss, Holstein, Guernsey, Jersey, Milking Shorthorn and Red and White paintings are cornerstones to the artist’s latest collection. “The National Dairy Shrine is thrilled to have these paintings in the museum where thousands of visitors will view and appreciate Baird’s artwork,” says Bonnie Burr, immediate past president of the organization.

The total project which cost nearly $200,000 was raised from funds donated by National Dairy Shrine members and organizations. Special thanks go to Bernie Heisner and Charles Sattler, co-chairman of the Fund-Raising Committee, and the leadership of the NDS Remodeling Committee that included Tom Lyon, Steve Larson, and Bob Wulfkuhle. “People within the dairy industry recognize the value and the need for such a facility and gave very generously toward this renovation,” said Tom Lyon, chairman of the Renovation Committee.

If you have not visited the NDS Visitors’ Center in Fort Atkinson, Wis., you should plan to at some time in the future. It is truly an educational experience that you will always remember.
NDS Silent Auction IV

National Dairy Shrine will be sponsoring its fifth consecutive Silent Auction during the forthcoming World Dairy Expo in Madison. All items will be displayed in the NDS booth until Thursday afternoon when they will be moved to the Exposition Center for Display during the National Dairy Shrine Reception. Most of the items will be sold that evening. A few of the Holstein consignments won’t be sold until 1:00 p.m. Saturday, October 7. These items will be so marked.

Our booth will again be located in the same location (Space No. – WL01) near the west doors (arena level) of the Coliseum. All proceeds will be transferred to the scholarship fund. Call Maurice Core 614-878-5333 or Email shrine@cobaselect.com if you have something you would like to donate to the sale.

Several of the items selling are pictured below:

**Hoards Dairyman 50th Anniversary Paperweight**
Consigned by Darwin Braund
College Park, Pennsylvania

**Signed “Milkin” Print**
by Dona & Jerry Locklair
Consigned by Carole & Maurice Core
Columbus, Ohio

**1930 Holstein History Book**
Consigned by
Steven Siefert
Wisconsin

Other items selling:

- **Old Box Churn**
  Consigned by NDS Museum

- **Breed Promotion Scenes**
  Consigned by NDS Museum

- **Framed 1923 True Type Holstein Bull**
  Consigned by NDS Museum

- **Framed To-Mar Blackstar Registration Certificate**
  Consigned by Select Sires, Plain City, Ohio

- **Framed Walkway Chief Mark Registration Certificate**
  Consigned by Select Sires, Plain City, Ohio

- **Royal Dalton Milkmaid**
  Consigned by Duane Norman, Maryland

- **Carved Wooden Dairy Cow**
  Consigned and carved by Dr. John Wilk, North Carolina

- **Osborndale Sale Catalog**
  Consigned by Robert J. Cutter, Massachusetts

**Milk Marketing Book**


This 216-page manuscript is full of interesting pictures. It briefly covers early-recorded history when mankind used the milk and products made from milk provided by domesticated mammals. From there the author describes the growth in numbers and size of dairy farms, the rapid increase in the population of the consuming public, the growth in farmer-owned milk cooperatives and organizations that process and deliver milk, and the advances and improvement from early history until 2005.

The book is easy to read and has been carefully researched. These books sell for $20.00 each at the National Dairy Shrine booth at World Dairy Expo or $25.00 each if you want one shipped to your home or office.

---

| Name: ____________________________ |
| Address: __________________________ |
| Phone number: ____________________ |
| Number of books desired ______ @ $25.00 |
| Check enclosed for __________ |
| Or |
| Visa or Master card #: ____________ |
| Expiration date: ________________ |
Plan To Attend the National Dairy Shrine’s Annual Awards Banquet

Plans have been finalized for the 2006 National Dairy Shrine Awards Banquet to be held in Madison, Wisconsin on Thursday, October 5, 2006.

Time: 5:30 p.m. Reception & Silent Auction
       6:30 p.m. Banquet
       7:30 p.m. Program

Place: The Expo Center, adjacent to the Dane County Coliseum on the World Dairy Expo grounds.

Tickets: Tickets can be purchased by mail using the form below. Orders received by September 15 will have their tickets sent by mail. Persons whose ticket orders are received after that date will need to pick up their tickets on Wednesday or Thursday at the National Dairy Shrine booth or at the registration table prior to the banquet. Tickets will be sold at the National Dairy Shrine booth. They will also be available at the registration table prior to the banquet at $25.00 each.

I would like _____ Dairy Shrine banquet ticket(s) @ $25.00 each.

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

Send my tickets to:

Name: _________________________________________________________________________

Address: _______________________________________________________________________

City: ___________________ State _______________ Zip _________________

Phone: _______________________________________________________________________

Mail orders to:
National Dairy Shrine
Maurice E. Core, Ex. Director
1224 Alton Darby Creek Road,
Columbus, OH 43228-9792
Ph: 614-878-5333
Fax: 614-870-2622
Email: shrine@cobaselect.com

Return Service Requested