60 Years of Pride and Passion

By Kevin Stiles, President, National Dairy Shrine

Are you proud to be a National Dairy Shrine member? Are you proud of what National Dairy Shrine does and what it stands for? To me, that's like asking if I'm proud of the dairy industry, the product our industry produces or the farmers who work hard to care for the animals that produce the milk.

National Dairy Shrine has and continues to contribute so much to our industry. In the last 5 years, we have provided $150,000 in scholarships and awards to dairy industry youth. These are the same young people who lead our industry, and drive innovation and change in the industry’s future on the farms, in the boardroom, at the plant, in the lab and beyond. One new scholarship, the Maurice Core Scholarship, is being added to our offering in 2009 to provide college freshman an opportunity to be recognized for their work and achievements. The scholarship honors Maurice Core, former National Dairy Shrine president and executive director, for his contributions to our industry and National Dairy Shrine. This scholarship was made possible by the efforts of former president, Rich Denier, and many of you that offered financial tributes to Maurice for this scholarship. For more than 50 years, our organization has recognized more than 295 industry leaders who have contributed so much to our industry.

I have a passion for the National Dairy Shrine objectives established 60 years ago at the Dairy Cattle Congress in Waterloo, Iowa, – 1) to recognize today’s dairy leaders, 2) to honor dairy leaders of the past, 3) to inspire individuals to become future dairy leaders, 4) to record the history of the dairy industry and 5) to promote the dairy industry. The last of these objectives, “promoting the dairy industry,” is becoming more important with each passing year. Today our consumer and the public are hungry to know more about how their food is produced and where the food comes from.

Dairy Shrine has an opportunity to play a role in this effort, along with our dairy promotion organizations and others. A trip to Fort Atkinson might be the pinnacle of the passion experience for a Dairy Shrine member. To witness the history of our industry in such breadth – all the great current and former leaders, the great cows and breeders – really is a worthwhile experience. In the coming year, I hope you can visit the recently remodeled National Dairy Shrine Museum and benefit from the Dairy Shrine experience.

I challenge each of you to demonstrate your pride in Dairy Shrine and our industry by proudly wearing your pin and by sharing with friends and peers the news of our successes and our accomplishments. Membership has surpassed 17,000. I have found many people are honored to be invited to join Dairy Shrine. Most people can even recall the occasion and person who invited them – many years afterwards. Last fall, we introduced a Membership Challenge to kick membership efforts into high gear and offer the opportunity for our dairy industry friends to showcase their pride and passion. Through this Challenge, dairy companies, producer organizations and University Animal/Dairy Science staffs will be called upon to demonstrate support for National Dairy Shrine by showing large percentage increases in member numbers and possibly even reaching 100 percent membership. Financial support to Dairy Shrine

Continued on page 6
Guest of Honor Award
Dr. Dale Bauman with board member Dr. Dave Galton

Distinguished Dairy Cattle Breeder
Board member Corey Geiger with France and Marc Comtois

Pioneer Award Winners
Board member Mike Opperman with Bill Nichol, Larry Specht, Mary Dransfield for Bill Weeks and Dr. William Hansel
Progressive Producer Small Herd
Kip and Robin Keller with board member Dr. George Shook

Progressive Producer Large Herd
Board member Dr. George Shook with Tim & Sandy Keller, Andrew & Kimberly Keller and Mark Keller

Marvin Kruse - Membership Award
Mary Creek with board member David Thorbahn
Kildee Scholarship
Board member David Thorbahn with Jessica Tekippe, Linda Behling and Aaron Horst

McCullough Scholarship
Elizabeth Olson and Hannah Thompson with board member Marion Siefert

Iager Scholarship
Sheri Boardman with board member Tommy Martin
Student Recognition
Board member Evans Wright with Jessica Tekippe, Matthew Jaschen, Linda Behling, Lana Olson and Lisa Thompson

DMI Milk Marketing Scholarship
Justin Kelsey, Lucas Sjostrom, Amanda Rassmussen with DMI representative Rita Kennedy sitting Amanda Trzcinski, Rene Norman and Amanda Eberle

Klussendorf Scholarship
David Wilson, Ashley Sprengler with board member Corey Geiger
Klussendorf Trophy Winner
Mark Rueth, Oxford, WI, was named the 67th winner of the Klussendorf Trophy, the highest recognition given to a dairy cattle showman in the United States. The award is made in memory of Arthur B. Klussendorf, considered the outstanding showman of his time and a model for all those who have followed him. Mark Rueth started his dairy career showing in the grade classes at the county fair and soon advanced his interest with the purchase of a registered calf. After college, he began working with some of the leading dairy herds in Wisconsin and the Pacific Northwest. While on the Pacific Coast, he purchased Westlynn Tom Dee with a group of partners. That cow went on to become a four-time World Dairy Expo Grand Champion and also earned Reserve Supreme Champion honors at the show. He continued assembling an impressive group of cattle. Ready for the next step, he purchased a facility in Oxford, WI, which is a must stop whenever breeders travel to the Badger state. A visit there will surely impress every dairy cattle breeder with the quality cattle and the care they receive.

Klussendorf-MacKenzie Award
Chris Reichard, Chambersburg, PA, won the coveted Klussendorf-MacKenzie Award presented during the 42nd World Dairy Expo, in memory of Duncan MacKenzie, 1961 Klussendorf winner. Reichard has worked with every breed of dairy cattle at the highest level in both shows and sales. He has worked with more than ten World Dairy Expo Grand Champions and countless grand champions of all breeds at the All American Dairy Show, North American International Livestock Exposition, and state fairs and shows across the country.

Continuation of 60 Years of Pride and Passion

comes from memberships, individual contributions and corporate support. Many prominent dairy organizations have shared our passion and provided strong financial support to National Dairy Shrine. Two key examples of this support come to mind. Dairy Management Inc. (the dairy check off) has funded the Milk Marketing scholarships and provided key support to the Student Recognition scholarships. Dairy Farmers of America continues to provide memberships to more than 140 participants each year in the National Collegiate Dairy Cattle Judging Contests. I am humbled by the role I carry for the organization in the coming year. So many noteworthy industry leaders have led this organization in the past. We have an enthusiastic president-elect in Corey Geiger and a dedicated board of directors. A few years ago, this board took part in a strategic planning process. Since then, we have engaged in opportunities identified to meet the needs of the next 60 years – with pride and passion. Our organization is led primarily by passionate volunteers. This year, more than 200 volunteer members will serve on the 24 committees that will continue us on the path toward success. I want to thank two special people who have played a key role in the recent progress and advancement of the organization. Maurice Core provided leadership and oversight for 11 years and guided us through perhaps our greatest steps forward in history. Linda Hodorf, past president, led us during the past year and provided leadership during the search for Maurice’s successor – Dr. David Selner. Finally, I ask that you find a way to share our passion and pride by getting involved by offering assistance – whether it be financial, volunteered time, bringing new members or simply by sharing a positive word about all things we stand for and do.
The top five students in the “All Products” category received lifetime memberships in National Dairy Shrine. These memberships were donated by The Food Processing Suppliers Association. The top five winners of the 2008 contest were Abigail Wirt, Tricia Schuller, Kellie Grant, Hunter Gardner, and Justina Zhang. They received their awards from Maurice Core.
Ivan Strickler
Ivan K. Strickler was known for his leadership in the dairy industry. He was on the first board of directors and named the first chairman of the National Dairy Research and Promotion Board. He also spent 14 years on the National Milk Producers Executive Committee. Locally, Strickler operated Strickler Holsteins, a world-wide marketer of genetics, having produced bulls, cows or embryos for virtually every country open to U.S. Holsteins. Other recognitions include being named Man of the Year in 1978 at the World Dairy Expo and as Kansas Distinguished Dairyman by Midland UDIA and the Kansas Cooperative Extension Service in 1981 and the National Dairy Shrine’s 1978 president.

John Bishop VI
John Bishop VI, honored for his achievements as the owner of the Ogston Jersey herd, had passed away on June 27, 2008. He was named AJCC Master Breeder in 1979, and then in 1987 was honored as Distinguished Dairy Cattle Breeder by National Dairy Shrine. He also served nearly eight years on the AJCC Board of Directors. He was a pivotal player in many of the Board decisions that shaped the modern-day operations of the Jersey organizations. Bishop believed deeply in the mission of the association to “improve and promote the Jersey breed” and in the role all members have in helping the association move forward.

Peter G. Blodgett
Peter G. Blodgett of Bensalem, PA, passed away on December 8, 2008. He was well-known in the dairy industry as an executive at Landmark Genetics and Alta Genetics and as a Holstein Association classifier. Blodgett began his 40-year career in the dairy industry as a student herdsman for Delaware Valley College and graduated from the college in 1963. He was employed by Browns Feed Co., Holstein USA, Genetics Inc., Carnation Genetics, Alta Genetics and Landmark Genetics. He was also a past president of the National Association of Animal Breeders and a Board member of the National Dairy Shrine. World Dairy Expo presented him with the Industry Person of the Year award in 2004.

Lee J. Majeskie
Dr. Lee J. Majeskie, internationally known dairy cattle judge and dairy youth supporter, passed away suddenly on August 22, 2008. Majeskie retired from his position as professor emeritus and Extension specialist at the University of Maryland in 2005. He taught more than 1,500 students during his 30 years of University service. Majeskie might be most known as the coach of the highly successful Maryland 4-H dairy cattle judging program. Thousands of youth benefited from his 25 years of leadership. Recently, he received two prestigious awards. He was presented the American Dairy Science Association’s Award of Honor, and he was inducted to the Maryland Dairy Shrine this spring. Dr. Majeskie was a member of the National Dairy Shrine Board of Directors and past president, DHI-Provo, American Dairy Science Association, along with many other notable associations. Dr. Majeskie will be greatly missed.

Robert “Whitey” McKown
Robert M. “Whitey” McKown, well-known former Holstein World editor, had passed away on January 23, 2009. An icon in the Holstein industry, he had traveled to over 40 states, Canada, Mexico and Japan during his 43-years with Holstein World. He was a well respected authority on the Holstein breed. In 1995, he was named Dairy Industry Person of the Year at the World Dairy Expo and in 2005 he was named New York Master Breeder. He also frequently served as master of ceremonies at Holstein industry events where his wit was greatly appreciated. He was an honored National Dairy Shrine President in 1987 and a recipient of the Honorary Klussendorf Award in 1991. He was a well-remembered and loved member of the National Dairy Shrine.
Members Who Have Affirmed National Dairy Shrine with a Gift in Memory and to Honor

To honor Lee Majeskie
Matthew & Laura Iager
Arthur Nesbitt
Merton Sowerby
George Heersche
Mary Creek
Kevin Stiles
Maurice Core

To honor Pete Blodgett
Wayne Quinn
Don Seipt
Maurice Core
Jim Pappas

To honor Gary Dinsdale
Gil Teixeira

To honor Jim Deaver
Gil, Linda Teixeira & Family

To honor C. F. Foreman
Carl Zurborg

To honor Tom Konecky
Myron & Hettie Lancaster
Merton Sowerby

To honor Dale Floyd
Merton Sowerby

To honor L. Hodorff’s Presidency
Kevin Stiles

To honor Marvin Barlass
Kevin Stiles

To honor Ivan Strickler
Don Seipt
Dr. Bob Walton
Steve Larson
Richard Denier
Merle Duft
Dick Dunham
Allen County Realty
Storrer Implement
Maurice Core
Ed Call

To support Klussendorf Scholarship
Kenneth Empey
R. Peter Heffering

To honor John Moffet
Zane Akins

To honor Pete Blodgett
Wayne Quinn
Don Seipt
Maurice Core
Jim Pappas

To honor Gary Dinsdale
Gil Teixeira

To honor Jim Deaver
Gil, Linda Teixeira & Family

To honor C. F. Foreman
Carl Zurborg

To honor L. Hodorff’s Presidency
Kevin Stiles

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Kevin Stiles

To honor Marvin Barlass
Kevin Stiles

To honor Ivan Strickler
Don Seipt
Dr. Bob Walton
Steve Larson
Richard Denier
Merle Duft
Dick Dunham
Allen County Realty
Storrer Implement
Maurice Core
Ed Call

To support Klussendorf Scholarship
Kenneth Empey
R. Peter Heffering

To honor John Moffet
Zane Akins

To honor John Moffet
Zane Akins

To honor J. George Smith
Zane Akins

To honor Bill Maynard
Zane Akins

To honor Jack Bishop
Maurice Core

To honor Jack Bishop
Maurice Core

To honor Robert McKown
Maurice Core
John Gross
Don Seipt
Lewis Porter

To honor Lawrence G. Carter
Franklin County Holstein Club

Past Executive Directors

In the 60 year history of the National Dairy Shrine there have been only 8 Executive officers. Joe Eves was the first Executive Secretary and served that role for nearly 20 years. Over the years the title of Executive Secretary evolved into Executive Director. Since Mr. Eves there have been seven more people to serve as Executive Director including the deceased Miles McCarry. At this years’ National Dairy Shrine Awards Banquet we were honored to have four of the remaining five living people that have held this position. Jim Leuenberger who served 15 years, Arthur Nesbitt who served 6 years, Maurice Core who served 11 years and new Executive Director Dave Selner in his first year. They certainly make a proud group of dedicated volunteers.
New National Dairy Shrine Memorial Scholarships

At this years’ World Dairy Expo we were lucky to picture two of the great past leaders of the National Dairy Shrine. Maurice Core the retiring Executive Director and Whitey McKown one of the past presidents are shown enjoying some of the dairy industries best products. At the fall full Board meeting a new scholarship was authorized to be created in the memory of Maurice Core to honor his dedication and service to NDS and the dairy industry. Fund raising started immediately to reach a goal of $50,000. The board is pleased to announce at this time we have about 60% of that target pledged. The fund raising happened so quickly it has allowed us to offer the first Maurice E. Core scholarship this year. This scholarship is designed for those students completing their first year of college. Applications are now available on our website. A list of donors to the Core fund is included below. Unfortunately since this photograph we have lost our good friend Whitey. A group of Whitey’s friends and associates of the Klussendorf Association have started a campaign to have a Robert “Whitey” McKown scholarship as well. Donations are now coming in for that memorial scholarship. A complete list of donors will be in the summer Chronicle. This scholarship will follow the format of the current Klussendorf scholarships so again it is possible for this to be awarded this year. Just download a Klussendorf application from the website for this scholarship. The National Dairy Shrine remains committed to its goal of encouraging young people to remain in the dairy industry and make the industry stronger in the future. Memorial scholarships are becoming a greater part of the dollars to make this happen.

Donations for the Core Scholarship Fund

**Gold Level Donation**

Richard Denier
Bernie Heisner
Gene Iager
Duane & Roslyn Norman
Doug & Linda Hodroff
Larry Specht
WDE Silent Auction
American Jersey Cattle Assoc.

**Silver Level Donation**

Delores Maynard
Maxine Meyer
Kevin, Julie Larson & Family
Howard Stiver
Carl & Norma Zurborg
Arthur Nesbitt
Walter Brown
George & Nancy Shook
Charles Lawrence
Corey Geiger
Rick Daluge
Tina Culbertson
John Meyer
Ole Meland
Bonnie Burr
Tom & Barbara Lyon
World Wide Sires Inc.
Michele Ruby
Don Shriver
Kevin Stiles
Zane Akins
Bill Nichol
Jane Chittenden
Arlene Crosser
David Thorbahn
Tommy Martin
Walter Brown
Lois Terrel & Family
Dr. Bob Walton
The National Office of the National Dairy Shrine has seen many different homes since its formation 60 years ago. The original location was in the home of Joe Eves. It then moved into the office spaces of Arthur Nesbitt and Miles McCarry. In 1980 the office was relocated to Shawano, Wisconsin and the breeding company 21st Century Genetics, now a part of Cooperative Resources International. Here Jim Leuenberger and an assistant secretary performed the duties of the non-profit corporation. In the early 1990’s the office moved to the headquarters of ABS Global in Deforest, Wisconsin with Liz Henry as Secretary. Then in 1992 the office returned to Shawano for another five years. In 1997 the offices moved to the headquarters of COBA / Select Sires in Columbus, Ohio. That coincides with the arrival of the new Executive Director, Maurice Core. This eleven year stay was remarkable for the stability and wonderful relationship with the staff at COBA. The going away party for Maurice Core and the National office was very heart-warming in the sincerity of the feelings by all involved. But with a new Executive Director it always seems to create a change in location. The choice of the Board for Executive Director meant another return to Wisconsin. An exhaustive search of companies and locations for the office was held last summer. The Denmark State Bank was selected as the new office because of their outstanding office facilities, their emphasis on activity in the dairy industry and their location within a couple of hours of the Fort Atkinson Visitor’s Center. Therefore, on August 1, 2008 the filing cabinets and files of the National Dairy Shrine arrived in Maribel, Wisconsin. The new offices are great and the staff is friendly and helpful. The Denmark State Bank is an independently owned bank with a large portion of its loan portfolio consisting of dairymen in Eastern Wisconsin. This year the Denmark State Bank is celebrating their 100th year of performing financial service to the agricultural community. Ultimately it is a great fit for two organizations of long tenure and a dairy emphasis to be working together. In the recent picture is Jack Olson the President of the Denmark State Bank and Chuck Rabitz an Agricultural Loan Officer receiving their lifetime membership plaques from Executive Director David Selner.
Many of you are still using the old mailing address, phone number and e-mail address. Please change your records and the records at your company to reflect the new information.

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Award application deadline is March 15, 2009
Scholarship Application deadline is May 1, 2009