Partnerships Drive National Dairy Shrine

By Corey Geiger, President, National Dairy Shrine

National Dairy Shrine is a partnership organization. We partner with dairy enthusiasts to bring dreams to life. Those dreams might be honoring a valiant industry leader with a named scholarship. That scholarship fund, in turn, fuels the torch for a young person to continue his or her education in our industry and become a long-term partner with us. We partner with history buffs to tell the story about our industry; both past and present, at our museum. We partner with our members to honor those who have gone above and beyond as leaders to build a better dairy industry by recognizing these leaders as Guest of Honor, Pioneer, and Distinguished Cattle Breeder. There is no other place in North America that brings our industry together like National Dairy Shrine. These partnerships come to life at our annual banquet as those who are receiving scholarships and have hopes of entering our industry mingle with those who are in the heart of their working years. We accomplish all the work with the volunteer as the backbone of National Dairy Shrine. Our dedicated volunteers are the glue that bonds these partnerships together.

It is my distinct honor to serve as President as we continue many fruitful National Dairy Shrine traditions and, at the same time, build new programs. On top of the list is revamping our National Dairy Shrine website. Last year, the website committee created priorities and received proposals to build a new website. A new service provider has been selected, and the list of projects is long. We hope to not only refresh the website, but also hope to not only refresh the website, but also develop an even better museum experience. We received over 300 completed surveys and are busy tallying those results. It is hoped that results from that survey can help us develop an even better museum experience.

Another electronic upgrade spearheaded by Dave is our electronic database which enables National Dairy Shrine to look up any membership via keystroke.

During the past year, National Dairy Shrine, the Kluessendorf Association, and a joint partnership with the Manitowoc Milk Producers brought nearly $400,000 into our investment portfolio that now stands at $1.2 million. This is less than $200,000 off our high-water mark. And, given the stock market’s performance, this is quite a blessing. It will be our long-term goal to develop more opportunities to fund scholarships and partner with others to encourage youth.

Lastly, our officer team plans to look at creating a way to thank our long-term partners in the business world who assist National Dairy Shrine in so many ways. The Cornerstone Award would permanently recognize those outstanding efforts. Yes, National Dairy Shrine is all about partnerships. Our forefathers partnered with one another 60 years ago when they passed the hat for the first Kildee Scholarship. As we grow this organization, let’s always keep that spirit of partnership alive and growing.

In dairy we trust,

President Corey Geiger
National Dairy Shrine Banquet

Kildee Scholarship Awards - Lora Wittenberg & Jessica Achen

Klussendorf/McKown Scholarship Winners - Robb Bender, Maureen Lee & Matthew Mitchell

McCullough Scholarship Winners - Angela Boesch

NDS/DMI Milk Marketing Scholarship Winners - Jessica Achen, Leah Johnson, Stephanie Beeman, Charlie Schiller, Brandon Thesing, Skylar Ryll

Student Recognition Winners - David Wilson, Clint Harre, Katherine Boesche, Jennifer Rassler, Andrew Birch

Maurice Core Scholarship Winner - Danielle Brown

Missing Photo: Iager Dairy Scholarship Winner, Ariel Garland
National Dairy Shrine Banquet Reception

Dr. Fred Foreman, Cynthia & Jessica Achen, Roger Neitzel

60th Anniversary Cake Cutting - Kevin Stiles & Corey Geiger

Silent Auction Items on Display

Professors Bob Cropp, Clarence Olson & Alan Bringe

Dr. Truman Graf Family & Steve Strickler

Mood Music by Dr. Richard Daluge
National Dairy Shrine Banquet Reception

Dave Kjome & Richard Klauss

Doug Maddox & Ken Krandall

Arthur Nesbit & Tom Lyon

Les Terpstra, Dr. & Mrs. Bob Rowe

Mary Creek & Duane Conant

Mrs. Leuenberger, Krista Knigge & Corey Geiger
NDS at the National Dairy Products Evaluation Contest

This summer the leadership of the National Dairy Products Evaluation Contest approached NDS about helping them manage their investments to continue a financially strong contest for now and the coming years. The National Dairy Products Evaluation contest has been in existence for 88 years, one of the oldest contests in the U.S. The NDS board enthusiastically endorsed a working relationship and NDS is now managing a portfolio for this contest. Just another way that NDS can be of help to future dairy leaders in the product development side of our industry.

The contest held on October 31, 2009 at the Kraft headquarters in Glenview, Illinois was attended by students from 14 Universities. They spend their time evaluating samples of cheddar cheese, yogurt, cottage cheese, butter, ice cream and milk. Winners in each type of product were named and then the coveted all products champions were selected. Cassey Utke of South Dakota State University was the overall champion. She received a membership in National Dairy Shrine sponsored by a long time advocate of this contest and NDS, Arthur Nesbitt. Executive Director David Selner was also on hand to hand out over $5000 in scholarship awards to the various winners.

The National Dairy Products Evaluation contest is now on sound financial ground and looks forward to being around for another 80 plus years. NDS is pleased to be working with another group of students that are real dairy enthusiasts.

Members Who Have Affirmed NDS with a Gift in Memory or as to Honor

To Honor Maurice Core
Darrell Pidgeon
Carl Zurborg
Bonnie Burr
David & Delores Nelson
World Dairy Expo Inc

In Memory of John Giacomini
Peter Giacomini
California Jersey Cattle Club

To Honor William Sandine
Carl Zurborg

To Honor Ralph & Patricia Shank
Mary Creek

To Honor Robert McKown
Darrell Pidgeon
Christopher McKown
Kevin Stiles

In Memory of Mrs. Zada Crosser
Bonnie Burr
Maurice & Carole Core

In Memory of Jack Bingham
Darrell Pidgeon

To Honor Kelly Easterday & John Heckaman
Peter Spike

To Honor Herbert Kling
Carl Zurborg

Past President Melvin Kenley Update

Melvin L. Kenley age 87 of Oro Valley, Arizona passed away on May 4 2009. He was born in Holland, Missouri in 1921. He graduated from the University of Missouri and served in the United States Army from 1943 till 1945. During his long career he worked his way up to the President of Curtiss Breeding Service in Cary, Illinois. Mel also served as the President of the National Association of Animal Breeders and the National Dairy Shrine. He also owned an Ace hardware store in Wauconda, Illinois. He was Worshipful Master of his local Masonic Lodge in Barrington, Illinois.

Mr. Kenley was a resident of Oro Valley since 1991, a member of the Oro Valley Country Club and an avid golfer. He is survived by his wife, Ann; sons Richard and Rodney; and seven grandchildren. A memorial service was held on Saturday May 16th at Vistoso Memorial Chapel in Oro Valley.
In honor of the sixtieth year of the National Dairy Shrine the board of directors initiated a new membership challenge. Any member who signed up one new member for each decade of existence (6 new members) would receive a free complimentary membership to give to the person of their choosing. The contest ran from this spring through our annual meeting and recognition banquet. The winners of those free memberships are Corey Geiger, Mary Creek, Kevin Stiles, Bonnie Ayars, Maggie Murphy and Tommy Martin. Congratulations to these great membership salespeople. They will be receiving the free membership application in the mail shortly. Remember that the membership fee is a one-time fee that helps finance the scholarships and all the great things that National Dairy Shrine accomplishes.
National Dairy Shrine - Dates to Remember

March 15, 2010 - Award Applications Due

March 1 to May 1, 2010 - Scholarship Applications Accepted

National Dairy Shrine Mission Statement:
1. To Honor Past and Present Leaders of the Dairy Industry
2. To Inspire Future Dairy Leaders with scholarships & educational encouragements
3. To Record the Significant Events and Achievements in the Dairy Industry
4. To Operate a Museum to display the History of the Dairy Industry, Educate all Visitors and, showcase the Dairy Hall of Fame.