

NATIONAL DAIRY SHRINE

THE CHRONICLE

Honor past and present dairy leaders. Inspire future dairy leaders. Record dairy industry history. Promote the dairy industry.

Exhibits Need Constant Improvement and Funding

During the past decade, we have made tremendous improvements to the National Dairy Shrine Museum. These enhancements continue to make our museum the number one destination for those wanting to learn more about the dairy industry and to see the progress our industry has made during the past centuries.

National Dairy Shrine does not live in a vacuum. Our industry is in constant flux. Our organization must move towards a continual update plan as compared to massive update projects that occur once every 20-plus years. These continual updates will keep our museum current and develop repeat traffic. And, despite all our good work this past decade, there are still portions of the Museum which have remained untouched since the grand opening in 1981. These areas include the Joe Eves Library, four display cubicles in the upstairs gallery, and the Grand Champion Cow Display in the lower Hall of Fame area.

With that in mind, the Museum Committee is proposing some additional



Corey Geiger, President

Museum updates. Here are some examples currently under consideration:

- The Museum Committee would like to develop interactive computer stations that would allow history buffs to easily view and listen to our 200-plus oral history videos. At the same time, interactive computers could quiz young people on the information they just learned about the dairy industry during the 18-minute audio-visual presentation. These interactive areas would be showcased in two of the upstairs cubicles.

- The Joe Eves Library, the heart of the NDS Museum, is getting full. We would like to develop the two other existing upstairs cubicles into displays showcasing show awards and judging awards. These areas would be complete with murals with historic images and prominently display classic awards such as the Klussendorf Trophy and the Schnering Trophy for the high Collegiate Judging Team, among many others.

- These updates would allow us to develop the Joe Eves Room into a true library. This area remained untouched after our latest remodel. Only awards specific to National Dairy Shrine would be displayed in the Eves Room. Also, additional bookshelves and workstations would be added so guests could conduct research with our extensive

library which has outgrown available storage.

- Even though we updated the 18-minute audio-visual presentation just a few short years ago, the facts, figures, and, yes, even some of the photos need to be updated. Karen Potratz and her volunteer team are developing updates and an action plan as you read this.

- Always looking for more ways to educate youth, we would like to install a two-sided interactive panel detailing, "What Makes a Champion Cow." One side would explain key points of judging a cow; and the other side could have an interactive "Test Your Cow Judging Skills" displaying four contest cows. This exhibit would be in the area where the National Grand Champions from 1906 to the present are showcased.

It has been my pleasure to serve as the 62nd National Dairy Shrine President. I hope you will join me at the National Dairy Shrine Banquet on September 30 at World Dairy Expo. We will award over \$45,000 in scholarships that evening and recognize some of the best industry leaders. We plan to keep the banquet moving. And, for those of you who haven't been to our museum, we will bring part of it to the banquet that evening by having an electronic display of all our past Guest of Honor and Distinguished Cattle Breeders playing during the banquet.

In dairy we trust.

President Corey Geiger



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.

2010 Award Winners

Guest of Honor

Receiving the Guest of Honor, the highest award bestowed by the National Dairy Shrine, is Calvin Covington, Clemmons, NC. Mr. Covington served as the Chief Executive Officer of Southeast Milk Inc. for the past ten years. Southeast Milk is the nation's 15th largest cooperative, and Covington has been instrumental in the cooperative's growth since his arrival in 2000. Prior to that, he spent 23 years with the American Jersey Cattle Association-National All Jersey, Inc., where he worked tirelessly to promote and build consensus of support for the introduction of multiple component pricing. Jersey breeders have benefited greatly by the change to paying for milk on a fat and protein basis, rather than volume.



Calvin Covington



The William Ramsey Family

Distinguished Dairy Cattle Breeder

The NDS Distinguished Dairy Cattle Breeder is the William Ramsey family from Paradise Valley Farms near Louisville, Ohio. The Ramsey's' are the

breeders of the popular breeder satisfaction bull Paradise-R Cleitus Mathie. On March 14, 2000, Mathie produced his one-millionth unit of semen becoming one of 42 bulls to achieve this distinction. His official production proof numbers some 62,000 daughters all over the world. The Ramsey family are also active promoters of the dairy industry and are participating in an American Dairy Association's Mideast effort to introduce Ohio dairy farmers to consumers through a website www.ohiodairyfarmers.com.

National Dairy Shrine Pioneers

Dr. Jack Albright

Dr. Jack Albright is professor emeritus in the Animal Sciences Department at Purdue University and was a leading animal welfare researcher and successful judging coach.



Dr. Jack Albright



Merle Howard

Merle Howard

Merle Howard was on the first National Dairy Shrine Board, a long-time World Dairy Expo volunteer, the 1954 Klussendorf Winner, and is one of only eight recipients of the National Dairy Shrine 4-E Award for outstanding service.



Dr. Rex Powell



Dr. Lee Majeskie

Dr. Rex Powell

Dr. Rex Powell is a highly published and dedicated geneticist from the U.S. Department of Agriculture, Animal Improvement Laboratory who was instrumental in the development and use of international genetic evaluations.



Mert Sowerby



Tim Northrop

Dr. Lee Majeskie

Dr. Lee Majeskie built and maintained one of the most successful 4-H programs in the country in Maryland while coaching many successful dairy cattle judging teams.

Mert Sowerby

Mert Sowerby is an internationally known dairy judge, farm manager, classifier, a charter member of National Dairy Shrine and 1953 winner of the Klussendorf Award.



The Johnson Family

Graduate Dairy Production

Tim Northrop of York, New York, has been selected as the Graduate Dairy Production winner. This award goes to an active dairyman who has graduated from college in the last five years and has already demonstrated excellent dairy management ability. Tim will receive a \$2500 award sponsored by Elanco Animal Health to be used toward the purchase of cattle to improve his herd.

Progressive Dairy Producers

Luke and Derek Johnson

Luke and Derek Johnson in the small herd division and Andy and Lynn Buttles in the large herd division were selected as NDS Progressive Dairy Producers. This award is a \$2000 travel stipend to attend a conference or seminar to learn new techniques to improve their business. The Johnsons have a well-known herd of registered Holsteins (prefix Joleanna) in New York that have captured several national show winnings.

Andy and Lynnette Buttles

The Buttles' Stone Front Farm is a 5th generation 400-cow Holstein and Jersey dairy in Wisconsin. The Buttles were recognized by Holstein USA as the Distinguished Young Holstein Breeder in 2004.

National Dairy Shrine Membership Challenge

About a year ago, then President Kevin Stiles initiated a "Membership Challenge" to any organization, company or University Dairy Department to have ALL of their staff as members of National Dairy Shrine. This would emphasize the support that organization had for the mission of the National Dairy Shrine to honor past and present dairy leaders, to encourage young people to make a career in the dairy industry, to preserve dairy history and to promote the benefits of the dairy industry.



AIPL Staff all members of NDS

Several organizations have responded to this Challenge and have enrolled new benefactors to the NDS membership roll. We are pleased to announce that the very first organization to meet the 100% goal is the staff of the Animal Improvement Programs Laboratory of the U.S. Department of Agriculture at Beltsville, Maryland. These hard working, talented scientists have met the challenge and wish to support the future of the dairy industry.

The AIPL staff has always been very close to 100% membership, but with the addition of a few new staff members they needed to add to their total. They quickly met this challenge to become the first official organization to complete this task. Their staff has seen

firsthand the actions of National Dairy Shrine in the Guest of Honor recognition to USDA administrator Dean Plowman in 1990 and AIPL department head, Dr. Duane Norman in 2007. Additionally, former department head, Frank Dickinson has also been honored as a National Dairy Shrine Pioneer.

One of the highlights of this year's Recognition Banquet on Thursday September 30th will be the induction of the recently retired scientist, Dr. Rex Powell

as a National Dairy Shrine Pioneer.

Several other companies and organizations are very close to being the next winner in the Membership Challenge. The goal is 100% but if you are a very large organization it is only necessary to have a very high percentage of your staff as members.

If you would like your organization to be that winner, just contact National Dairy Shrine to check on your organization's memberships. Once you have found those that need to become members, you can employ your persuasion techniques to get them to sign up soon. Then you and your organization can be featured in the next edition of the Chronicle.

Continued from Page 2



The Buttles Family

If you'd like to donate to the museum improvements, make out your check and send to National Dairy Shrine, P.O. Box 1, Maribel, WI 54227

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

To Honor Maurice Core
Bonnie Burr
Robert & Judy Basse
DuWayne Kutz
Kevin Stiles

In Memory of John Giacomini
Joe Lyon

In Memory of Earnest Berousek
Robert & Judy Basse

In Memory of W. C. Latta
Jack Albright

In Memory of Ray Ruby
Kevin Stiles

In Memory of Charlene Nardone
Maurice & Carole Core

In Memory of Elmer Larson
Joe Lyon

In Memory of Wally Lindskoog
Wayne Quinn

In Memory of Herman Rickard
Jack Albright

In Memory of Craig Johnson
American Jersey Cattle Association
Cedarcrest Farms
Brenda Yurs
John & Susan Bohlin
M. L. & D. F. Meinheit
Bernie Heisner
Charlotte Cain

In Memory of David Dickson
Art Nesbitt
Jack Albright
Don Seipt

To Honor Robert McKown
DuWayne Kutz
Marana Dairy Farms LTD

In Memory of Jack Bingham
Jeanne McKown
In Memory of Walter Frahm
Merton Sowerby

In Memory of Charles S. Plumb
Jack Albright

In Memory of James Cavanaugh
Jack Albright
Kevin Stiles

In Memory of Alice Mix
Richard Nelson

In Memory of Pete Blodgett
Wayne Quinn

In Memory of Florence Knolle
Maurice & Carole Core

To Honor Arnold Luitjens
Northwest Iowa Guernsey Breeders

In Memory of Donald Steffen
Richard Nelson

A Memorial Donation to NDS Fund
Hoards Dairyman

In Memory of Robert Rumler
Maurice & Carol Core
Art Nesbitt
Joe Lyon
Richard Nelson
Jack Albright

In Memory of Richard Rueth
Kevin & Julie Larson Family
Mark & Gladys Rueth

2010 Scholarship Winners

Student Recognition Awards

Elizabeth Smith Ziegler

First place winner, Elizabeth Smith Ziegler, graduated from Pennsylvania State University in May with a degree in animal science. Elizabeth has been actively involved in a variety of university activities. After graduation, Elizabeth plans to continue a career in the artificial insemination industry as a reproductive or mating consultant. Long-term Elizabeth would like to return to her home farm and expand the herd while breeding a more profitable cow.



Elizabeth Smith Ziegler



Londa Johnson

Ashley Sprengeler

Ashley Sprengeler will graduate this summer from the University of Wisconsin-Madison with a degree in dairy science with an emphasis in Spanish. After graduation Ashley plans to pursue a summer internship working with an embryo transfer veterinarian in Mexico. In the future she hopes to work in the field of embryo transfer or A.I. industry.

Janelle Hartzell Hoffman

Janelle Hartzell Hoffman graduated in May 2010 from Pennsylvania State University with a major in animal science. Janelle plans to connect her passion for working with dairy cattle and science with a career in veterinary medicine. She starts veterinary school this fall. One day she hopes to have her own private veterinary practice.



Janelle Hartzell Hoffman



Sandra Kirchner

Londa Johnson

Londa Johnson is a May 2010 graduate of the University of Wisconsin-River Falls with a degree in dairy science. Londa was one of 12 college students from the United States to participate in the I-Cal Program, where she traveled to China and Vietnam to learn more about the global market place. In the future Londa would like to own and operate her own dairy operation.

Jessica Achen

Jessica Achen is a May 2010 graduate from the University of Minnesota with a degree in animal science with an emphasis in dairy production. This summer Jessica will travel to Australia on an exchange program to learn more about dairy production in Australia. In the fall Jessica plans to become general manager of Calfland, a 650-head calf raising facility developed by her father.



Jessica Achen



Charles Schiller

Sandra Kirchner

Sandra Kirchner graduated in May 2010 from the University of Wisconsin-River Falls with a degree in dairy science. This fall Sandra plans to pursue a master's degree at the University of Wisconsin-River Falls. She hopes to one day work in Agriculture Extension specializing in dairy.

Charles Schiller

Charles Schiller graduated in May 2010 from the University of Minnesota with a degree in animal science. In the future,

Lydia Hardie

Lydia Hardie is a 2010 graduate of the University of Wisconsin-Madison with a degree in dairy science. Lydia has been actively involved in a variety of university activities, an active member of the UW-Badger Dairy Club. Upon graduation, Lydia will begin a master's degree at UW-Madison. Lydia plans to also obtain her Ph.D. and pursue a career in genomics.



Lydia Hardie



Ashley Sprengeler



Karleena Westaby

Charles plans to pursue a full-time position in the dairy industry with either an A.I. organization or a breed association.

Kaleena Westaby

Kaleena Westaby graduated in May 2010 from Iowa State University with a degree in dairy science. This summer Kaleena will be traveling to England and Scotland to

learn more about the European perspective on farm animal welfare. She plans to work in the dairy industry.

2010 Scholarship Winners

NDS/DMI Milk Marketing Scholarships

Elizabeth Olson

Elizabeth Olson, of Hutchinson, Minnesota has been awarded the 2010 National Dairy Shrine /DMI Milk Marketing \$1,500 Scholarship. She is double majoring in Animal Science and Applied Economics at the University of Minnesota. Elizabeth is the current Princess Kay of the Milky Way for the state of Minnesota.



Elizabeth Olson



Caitlin Kasper

Caitlin Kasper

Caitlin Kasper is from Owatonna, MN and attends the University of Minnesota where she majors in Agriculture Education and minors in Spanish Studies and Animal Science. Caitlin holds leadership positions in Agriculture Education Club, Agriculture Ambassadors, Beta Clovia Sorority and the Steel County Farm Bureau.

Danielle Brown

Danielle Brown from Dodgeville, WI is currently attending the University of Wisconsin-Madison and double majoring in Dairy Science and Life Sciences Communication. On campus Danielle has held leadership positions in the Badger Dairy Club, the Association of Women in Agriculture and the National Agri-Marketing Association.



Danielle Brown



Carissa Levash

Carissa Levash

Carissa Levash is from Brillion, WI and attends the University of Wisconsin-Madison where she majors in dairy science. On campus Carissa holds leadership positions in the Badger Dairy Club, Agriculture and Applied Economics Club, the National Agri-Marketing Assoc., the Association of Women in Agriculture and Collegiate FFA.

Ariel Garland

Ariel Garland of Greenfield, MA is currently attending SUNY Cobeskill and majoring in Dairy Production and Management. She is President of Dairy Cattle Club, Chair of the Dairy Fashions Sale and Secretary of Phi Theta Kappa. She will attend Cornell University next year.



Ariel Garland



Sandra Stewart

Sandra Stewart

Sandra Stewart is from Cranston, RI and attends Johnson & Wales University where she majors in Culinary Nutrition. Sandra is involved in the Florida Culinary Institute, American Culinary Fed., Research Chefs Assoc., Women Chefs and Restaurateurs, Children's Home Society, and the Issa Trust Foundation.

Kildee Scholarship Awards

Janelle Hartzell Hoffman

Janelle Hartzell Hoffman of Slippery Rock, Pennsylvania, completed her degree in Animal Science with a minor in Agribusiness Management at Penn State University this spring. Janelle will be entering Veterinary School this fall. She is committed to offering her help and advice to help dairymen of the future.

Curtis Horsens

Curtis Horsens from Cecil, WI is attending the University of Wisconsin-Madison majoring in Dairy Science. Currently he is Chaplin of the Alpha Gamma Rho Fraternity, member of Badger Dairy Club, National FFA and the College of Agriculture and Life Sciences Student Council.



Curtis Horsens



Ashley Julka



Janelle Hartzell Hoffman

Robyn Bechtel

Robyn Bechtel of Martinsburg, Pennsylvania, completed her

Ashley Julka

Ashley Julka is from Rosendale, WI and attends the University of Wisconsin-River Falls majoring in Agriculture Marketing Communications with a minor in Journalism. Ashley is a member of Agriculture Business and Marketing Society, Dairy Club, FFA, Fon du Lac County 4-H, Wisconsin Holstein Assoc. and Peace Lutheran Church.

degree in Animal Sciences at Penn State University this spring. Robyn plans to continue her education at Penn State in a Master's program for Agricultural and Extension Education. She hopes to redesign dairy and livestock curriculum for high school students.

Continued on Page 6

2010 Scholarship Winners

Continued from Page 5

Paula Craun

Paula Craun of Bridgewater, Virginia, has been selected as the 2010 recipient of the Kildee Undergraduate Studies Scholarship. She is currently a senior at the Virginia Tech, majoring in Agricultural and Applied Economics. Her goal is to become a certified financial planner for the dairy industry.



Robyn Bechtel



Casey Arlig

Jacob is an outstanding student, has shown very strong leadership abilities and has been involved in 4-H, FFA, Junior Holstein Association and Junior Milking Shorthorn Association activities. He is a student at the University of Minnesota.

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. Eligible students must be entering their freshmen year of college and plan to major in dairy/animal science or agricultural journalism with a dairy emphasis.



Paula Craun



Brittany Thompson

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. It is based on academic standing, leadership ability, interest in the dairy industry and plans for the future. This scholarship was started by a generous donation from the Charles and Judy Iager family of Fulton, Maryland.

Nancy Jackson

Nancy Jackson will receive the \$2500 top scholarship to be used towards her continued education at the University of Missouri – Columbia in an Animal Science and Agribusiness management major.



Nancy Jackson



Danielle Brown

Casey Arlig

The recipient this year is Casey Arlig of Friendship, New York. She is attending SUNY Cobleskill and majoring in Dairy Production and Management and plans to become an Agricultural Extension Agent after college.

Stephanie Kasper

Stephanie Kasper will receive a \$1000 scholarship to be used towards her pursuit of an Agricultural Communications and Marketing degree at the University of Minnesota.

Klussendorf/ McKown Scholarship Winners

Brittany Thompson

Brittany Thompson started her own herd, Brittco Farms, in 2004 and has since expanded that herd to include 12 Registered Holsteins, which she is able to merchandise and show competitively.

Maurice Core Scholarship

Jacob Achen

Jacob Achen of Sauk Centre, Minnesota, has won the Maurice Core Scholarship. This \$1,000 award is given in honor of Maurice Core, the long-time Executive Secretary of the American Jersey Cattle Association, and, more recently, the Executive Director of the National Dairy Shrine. The funds for this award were donated by the friends of Maurice Core. The Core Scholarship is given to a freshman status student working toward a degree in dairy or animal science.



Stephanie Kasper



Jacob Achen



Kelly Lee

Thompson will be a senior this fall at Virginia Tech with a major in dairy science and a minor in agricultural dairy management. Thompson plans to pursue a career in pharmaceutical sales.

Danielle Brown

The second Klussendorf Scholarship winner, Danielle Brown, resides on a 60

cow, 200 acre Registered Holstein and Jersey farm in southwest Wisconsin. Brown continues to grow her herd of quality cattle and finds exhibiting top bred and owned animals to be very rewarding. Brown will be a junior this fall at the University of Wisconsin-Madison double majoring in dairy science and life

Continued on Page 7

Foster Mothers Giclee is Lot 1

Hoard's Dairyman has donated a limited edition framed Foster Mothers of the Human Race giclee to the National Dairy Shrine. This giclee will be auctioned off via a silent auction at the National Dairy Shrine booth during World Dairy Expo. Proceeds from this silent auction will be used to update exhibits and the Joe Eves Library at the National Dairy Shrine Museum located in Fort Atkinson, Wis.

The Foster Mothers tradition took root when W.D. Hoard penned his famous quote over a century ago. "The cow is the foster mother of the human race. From the day of the ancient Hindu to this time have the thoughts of men turned to this kindly and beneficent creature as one of the chief sustaining forces of human life."

By penning this tribute, Hoard gave the nation and the world a deeper appreciation of what the miracle of milk has meant to mankind. So, it was fitting that the Hoard's Dairyman staff commissioned Bonnie Mohr to create the latest Foster Mothers of the Human Race, painting in celebration of the magazine's 125th anniversary. The painting features all seven dairy breeds recognized by the Purebred Dairy Cattle Association (PDCA).



National Dairy Shrine President, Corey Geiger, stands with Bonnie Mohr and the giclee that will be auctioned.

The Foster Mothers of the Human Race Tradition began in 1957 when Hoard's Dairyman art director and National Dairy Shrine 4-E award winner, Jim Baird, painted the original portrait, recognizing the five PDCA breeds at that time. The Milking Shorthorn was added to the painting in 1991. Recognized in this edition of the Foster Mothers of the Human Race, Bonnie Mohr added the Red and White, the most recent breed to be recognized by the PDCA. Only 1,250 Bonnie Mohr signed and numbered limited edition prints and 125 giclees have been made available for sale.



Girl with Milk Can

Lot number 2 of the silent auction is a beautiful figurine "Girl with Milk Can", donated by Dr. Duane Norman a previous Guest of Honor and Past President of National Dairy Shrine. The silent auction will take place in the booth of National Dairy Shrine from Tuesday through Friday of World Dairy Expo. National Dairy Shrine is still looking for 2 or 3 more high value articles for the silent auction. If you would like to donate an article for the auction please contact National Dairy Shrine at info@dairyshrine.org or call 920-863-6333.

Continued from Page 6



Michelle Funk

science communications.

Kelly Lee

Kelly Lee of Johnson Creek, Wis. is the third Klussendorf Scholarship winner. Lee will be a sophomore this fall at Cornell University majoring in animal science with a focus on dairy management, business and communications and plans on pursuing a career in dairy business upon completion.



Christy Hindman

Michelle Funk

The fourth and final recipient for the National Dairy Shrine Klussendorf Scholarship is Michelle Funk from Jeromesville, Ohio. Funk will be entering her second year at The Ohio State University – ATI this fall majoring in agricultural business. After graduation, she hopes to pursue a career at DFA (Dairy Farmers of America) working in the marketing and advertising.



Caitlin Patrick

Christy Hindman

The first Whitey McKown Scholarship winner is Christy Hindman. Hindman grew up working alongside her family on their dairy, Highland-H, milking 60 Holsteins and 20 Jerseys near Brockway, Pa. She is currently pursuing a degree in animal science and taking the necessary courses to help prepare her for returning to the family farm or working as a herdsman or dairy farm manager following college.

Caitlin Patrick

The final Whitey McKown Scholarship winner is Caitlin Patrick a junior at Virginia Tech majoring in dairy science with minors in professional writing and agribusiness management from Woodbine, Md. In the future, along with a career in animal pharmaceuticals sales, Patrick plans to keep a small show string of her own and house show cows and heifers for others.

NATIONAL DAIRY SHRINE

Office of the Executive Director
P.O. Box 1, Maribel, WI 54227
920-863-6333 info@dairyshrine.org
www.dairyshrine.org
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Plan To Attend the National Dairy Shrine's Annual Awards Banquet

Plans have been finalized for the 2010 National Dairy Shrine Awards Banquet to be held in Madison, Wisconsin on Thursday, September 30, 2010.

Time: 5:30 p.m. Reception
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.

Mail orders to:

National Dairy Shrine
David Selner, Ex. Director
P.O. Box 1
Maribel, WI 54227
Ph: 920-863-6333
Fax: 920-863-8328
Email: info@dairyshrine.org

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 \$30.00 each.

I would like _____ Dairy Shrine banquet ticket(s) @ \$30.00 each.

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

Send my tickets to:

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____