President’s Message: 20,000 by 2020

National Dairy Shrine will be celebrating 70 years in 2019 and what a tribute becoming 20,000 Lifetime Members strong would be. Yes, that’s right, with a bit of effort on our part we could reach a lifetime membership listing of 20,000 by 2020! What an exciting goal to set before us, one that each of us can contribute towards making happen.

Setting goals is the role of a President and I have often reflected on what those should be for the coming year. Spending the first week of October in Madison, Wisconsin brought back many memories of my involvement with National Dairy Shrine. After attending the Judging Contest awards banquet on Monday night I thought back to my judging team days and when I was sponsored as a new NDS lifetime member. Seeing the excitement of those young people was contagious. Then attending the NDS awards Banquet and again seeing wonderful students receiving scholarships full of enthusiasm for the dairy industry. First NDS is looking for ways to reach out to those students, we are planning a pre-banquet reception for next year in our booth area for our scholarship winners. This year National Dairy Shrine honored 40 students from across the country with scholarships and making something happen at your Alma Mater?

Secondly the young producer awards have seen a drop in applications and the board has started an initiative to enliven this recognition and make it more meaningful to the young producers. Encouraging today’s young dairy producers has to be a goal and we have a newly formed committee dedicated to this goal.

Thirdly because of our beautiful booth location provided by World Dairy Expo on the second level of Barn Pavilion 1 we now have a location, to offer a quiet, relaxing space for reminiscing, gathering and visiting. What a great place for some of our older members to meet their friends. Also in recognition of the students, we are planning a pre-banquet reception for next year in our booth area for our scholarship winners. This year National Dairy Shrine honored 40 students from across the country with scholarships and making something happen at your Alma Mater.

Lastly our 70th anniversary banquet will have some special touches for our scholarship recipients, honorees, members and guests.

I would also like to report that the NDS board has also authorized committees to address additional ways that NDS can impact the dairy industry. First NDS is looking for ways to get members who are graduates of college dairy programs to help sponsor graduating seniors from their school with Dairy Shrine memberships as a way to aid in their finances and recognize the potential of these students. Alumni at the University of Minnesota, Iowa State University and Cal Poly already have a NDS sponsorship system in place. How about getting together with your former classmates and making something happen at your Alma Mater?

I believe that the best and brightest new generation of dairy leaders should be members of National Dairy Shrine at the start of their careers. Recently NDS has developed avenues to reach their younger membership with an active social media presence on Face Book, developing a new ad campaign to reflect the young dairy professionals and redesigning the NDS website to be more accessible for smart phone device users. This Chronicle newsletter informs everyone about the latest achievements of past and future dairy leaders.

I would also like to report that the NDS board has also authorized committees to address additional ways that NDS can impact the dairy industry. First NDS is looking for ways to get members who are graduates of college dairy programs to help sponsor graduating seniors from their school with Dairy Shrine memberships as a way to aid in their finances and recognize the potential of these students. Alumni at the University of Minnesota, Iowa State University and Cal Poly already have a NDS sponsorship system in place. How about getting together with your former classmates and making something happen at your Alma Mater?

Secondly the young producer awards have seen a drop in applications and the board has started an initiative to enliven this recognition and make it more meaningful to younger dairymen. Encouraging today’s young dairy producers has to be a goal and we have a newly formed committee dedicated to this goal.

Thirdly because of our beautiful booth location provided by World Dairy Expo on the second level of Barn Pavilion 1 we now have a location, to offer a quiet, relaxing space for reminiscing, gathering and visiting. What a great place for some of our older members to meet their friends. Also in recognition of the students, we are planning a pre-banquet reception for next year in our booth area for our scholarship winners. This year National Dairy Shrine honored 40 students from across the country with scholarships and making something happen at your Alma Mater.

Lastly our 70th anniversary banquet will have some special touches for our scholarship recipients, honorees, members and guests.

Does NDS have challenges? Yes we do, as finding funding for all we would like to do is always a challenge. But meeting challenges and reaching goals is not new to NDS. Remember, our 70th birthday is approaching. NDS has stood the test of time and NDS members have always found ways to reinvigorate this organization when needed and to meet the challenges of the day. Take the recent museum improvements for example, a coordinated volunteer effort that
is paying big dividends to all our visitors. A friend of mine recently shared that Paul Harvey once said; “In times like these it helps to recall there have always been times like these.”

So here’s my challenge to us all, it’s 20,000 twice. Reaching 20,000 NDS lifetime members by 2020 and raising an additional $20,000 in funding for this year before 2020. A board committee is already working on making this fund raising goal a reality. A 20,000 member organization can have impressive influence. Since we have young and old members in a wide diversity of dairy occupations we can make positive things happen. However we need to continually reach out to additional segments within our Industry to insure our future.

In conclusion I would like to quote Past-President Mary Creek in her Fall 2010 Chronicle address (The past Chronicles are easily accessible on the website);

“I do not think we can thank those that dedicate their time and support to NDS enough. Many donate long hours to helping NDS accomplish our mission and rarely expect or receive recognition. That may be the glue that has continued to keep us going so successfully for so many years but they are deeds that should not go unnoticed. So, thank you to each person, board member, committee chair, committee member, scholarship or award judge and especially our sponsors.”

I cannot say it any better than that. I believe that with our talented group of NDS board members, a dedicated Executive Director, hundreds of loyal volunteer members and the help of dairy industry companies the goals of 20,000 by 2020 are attainable.
2018 Banquet Photos and Highlights

Guest of Honor Award - Gordon Doak & Ole Meland

Distinguished Dairy Cattle Breeder - Randy Kortus & David Thorbahn

Guest of Honor Award - Gordon Doak & Ole Meland

Pioneer - (left to right) George Harris, David Burkot, Jerry Strandlund, Ronald Eustice, Zane Akins & Dennis Funk

Klussendorf & McKown Scholarship - (left to right) Mary McGehee, Tanner Morrison, Carley Krull, Alexandra Gambonini, Carly Olaus, Christopher Sweney & Corey Geiger.

Progressive Commercial Dairy Managers - Joe Domecq with Jennifer & Randy Gross
2018 Banquet Photos and Highlights

**Maurice Core Scholarship Winners** - (left to right) Stan Henderson, Isabella Portner, Madeline Zatz, Summer Henschel, Kalista Hodorff & Anna Tarpey

**NDS/DMI Education & Communications Scholarship** - (left to right) Brooke Trustem, Rebekkah Paskewitz, Haely Leiding, Christy Achen, Emily Annexstad, Abigail Hopp & Leah Ziemba

**Lancaster Sophomore Merit Scholarship** - (left to right) Sarah Thomas, Shoshana Brody, Emily Annexstad & Matt Iager

**NDS/DMI Milk & Dairy Product Scholarship** - (left to right) Nate Janssen, Lauren Heberling, Morgan Krause, Lea Larsen & Rebecca Roberson

**Sowerby Junior Merit Scholarship** - (left to right) Ken Raney, Kayla Leiding, Jared Sanderson, Erica Helmer, Alecandra Gambonini, Elisabeth Regusci & Haely Leiding

**Student Recognition Winners** - (left to right) Jim Dickrell, Gabriella Sorg, Nicole Hardy, Jill Sailer & Jordan Siemers
2018 Banquet Photos and Highlights

Kildee Graduate & Undergraduate Scholarship - (left to right) Trent Dado, Gabriella Sorg & Larry Schirm

Iager Dairy Scholarship - (left to right) Gail Yeiser, Lauren Robison, Kaleb Kruse & Matt Iager

Banquet Invocation - Brad Ellsworth

Another Full House at the 2018 Awards Banquet

Banquet Table with George Harris Family

Banquet Table with Jim Dickrell & Janet Keller
Marvin Kruse Membership Award

This award is named in honor of Marvin Kruse a long time chairman of the National Dairy Shrine membership committee. Membership has served as the lifeblood of National Dairy Shrine since the very beginning in 1949.

Since National Dairy Shrine has a lifetime membership policy, recruiting new members every year is vitally important for maintaining financial stability.

This Kruse recognition honors the top individual NDS members who have signed up the most new lifetime members during the fiscal year.

This year’s honorees are first Dr. Dennis Funk and second Stan Henderson for lifetime membership recruitment.
At the 69th annual meeting of the National Dairy Shrine, Larry Schirm of Laurelville, Ohio was elected President of the organization. Meanwhile, Nate Janssen, Wheaton, Illinois was chosen as President-Elect. Elected to the Executive Committee along with Schirm and Janssen were: Dr. Dennis Funk, Sun Prairie, Wisconsin, Janet Keller, Oregon, Wisconsin, Joel Hastings, Madera, California and immediate Past President Dan Bernick of Long Grove, Iowa.

March 15, 2019
Applications due for Guest of Honor, Distinguished Dairy Cattle Breeder, and Pioneer Awards. Applications can be found at www.dairyshrine.org

March 1 to April 15, 2019
All student applications will be accepted for the various National Dairy Shrine scholarships. Please refer to www.dairyshrine.org for more information, procedures and application forms for all scholarships.

October 3, 2019
National Dairy Shrine Annual Meeting, Reception and Awards Banquet in Madison, Wisconsin.