

# NATIONAL DAIRY SHRINE

## THE CHRONICLE

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

### Executive Director's Report

At the halfway point of the National Dairy Shrine fiscal year it is appropriate to give an overall view of the status of your organization. National Dairy Shrine is in a solid financial position due to a wise investment strategy and conservatively managed income and expenses. Proudly this year we have been able to distribute over \$40,000 in scholarships and awards to a tremendous group of young people. In addition, through allied dairy organizations where National Dairy Shrine is helping to manage their money we have given another \$30,000 for recognizing and encouraging young people. I am sure all of you can agree that this \$70,000 is a great investment in the future of the dairy industry.

The National Dairy Shrine has always had a strong emphasis on membership involvement and the utilization of volunteers to achieve their goals. NDS has never had any full time employees and has always been managed by a part time Executive Director with occasional secretarial help. This has allowed NDS to be a very low overhead organization with the majority of



*Dr. David Selner  
Executive Director*

donated dollars and membership fees going to helping dairy students or the museum. The Board of Directors has served with no compensation but a true belief in the necessity of giving back to this great industry. The volunteer members of the standing committees and selection committees have done the bulk of the work for the scholarship and recognition programs. All of these have been

the key to the success of the vision of the founding fathers for an organization called National Dairy Shrine.

Throughout the past year I have been reminded of some of the opportunities that still challenge the future success of National Dairy Shrine. Our culture and the methods of communication have changed dramatically. Now information is spread widely on social media outlets. People are not relying on the printed word but the internet, news bite or tweet is how they receive their news. To increase the awareness of the purpose and programs of National Dairy Shrine we now have a Facebook page. You can go to [www.facebook.com/DairyShrine](http://www.facebook.com/DairyShrine) to see that latest news, award banquet photos and upcoming award & scholarship deadlines. Hopefully the use of a social media page will spread the knowledge of National Dairy Shrine to a wider segment of the dairy industry.

Sadly many members of National Dairy Shrine have moved numerous times in

their careers and have not been updated about the actions of NDS. Because we do not have a current mailing or e-mail address, these members never see the Chronicle newsletter so they can be kept informed about new developments. If you know of individuals that are members and do not receive the NDS newsletter, just get us the current contact information so we can correct our address files so in the future they can be informed about the latest NDS news.

Whenever you get the chance to attend an industry function, academic seminar, dairy meeting, or just at the corner coffee shop make sure you put in a good word for National Dairy Shrine. Make sure your fellow co-workers, dairymen, administrators, teachers and students know about the important actions of National Dairy Shrine. Let people see you wear your National Dairy Shrine pin with pride. With your help we can continue to thrive by encouraging and signing up new members. New membership dollars will allow us to expand our aid for students. Our student help is not limited to just scholarships, but also the ease of finding new opportunities through the numerous internship listings on our website. Hopefully in the future we may be able to offer more career or social networking opportunities.

Another goal of the mission of the National Dairy Shrine is to honor dairy leaders past and present as well as record the history of the dairy industry. The National Dairy Shrine Museum at Fort Atkinson, Wisconsin is the place where we display this history and honor our leaders in the Dairy Hall of Fame. The Joe Eves Library in the museum is in need of renovations to

*Continued on Page 3*



*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.*

## Distinguished Dairy Cattle Breeder Doug Maddox

The dairy industry lost a tremendous leader on December 19, 2011 with the passing of Doug Maddox, Holstein breeder and innovative dairyman from Riverdale, California. Mr. Maddox was 75 years old.

Doug Maddox grew up in Oklahoma, under "dirt-poor" conditions. His family did not operate a dairy farm, but that didn't stop him from entering the dairy industry as a teenager, when a neighbor gave him a bull calf to raise and show and promised he would receive a heifer calf if he went to college. When Doug graduated from Cal Poly, he had grown his herd to 14 cows and 14 heifers.

Maddox established two successful dairies called RuAnn and Maddox Dairies in California. Together they have more than 5,000 Registered Holstein cows and 12,000 total animals. He implemented numerous new technologies on his dairies. Doug, was an innovator, he is credited with building one of the first free-stall barns in California and was also a pioneer in the use of embryo transfer techniques. Maddox was also a leader in the A.I. industry when he created the successful sire proving and



marketing program called Golden Genes. He also was a pioneer in developing export markets for semen and embryos in over 40 countries around the world

In the dairy industry, Doug Maddox was known as a leader among leaders. His advice and counsel was sought by leaders in every phase of the dairy industry.

Doug was a gifted speaker and shared his message of progressive dairy management with dairymen from all over the world. His leadership activities included past president of California DHIA and Holstein Association USA. He received numerous awards, including the National Dairy Shrine Distinguished Cattle Breeder Award, World Ag Expo Outstanding Dairy Producer of the Year, Holstein Association Elite Breeder Award, California Holstein Outstanding Young Breeder and Senior Breeder and Cal Poly Outstanding Alumni in the School of Agriculture. Doug's

latest passion was the establishment of a national program for the equitable pricing of milk, which he championed by traveling the country visiting with fellow dairymen.

But above all his accomplishments Doug was very much a family man. He and his lifelong friend Matilda worked side by side to raise a family with strong values and leadership ability. Doug and Matilda's four children are all involved in the family business. Steve and his wife Brenda, and son Steven Jr, operate Maddox Dairy; Patrick and his wife, Mary manage RuAnn Dairy; daughter Liz and her husband Jamie Bledsoe, own and operate Golden Genes; and his daughter Julie Chow serves as the Chief Financial Officer for the entire Maddox enterprises.

Already, the many tributes to this great man are being voiced;

"Doug Maddox was a legend. He was ahead of his time and a visionary that I, like so many in the dairy industry around the globe, admired," says *Continued on Page 3*



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

#### *Donations for NDS Remodeling Fund*

Klussendorf Association  
Holstein Association USA  
Jonathon & Alicia Lamb  
Doug & Linda Hodorff  
Bernie Heisner

#### *In Memory of Norma Lyon*

Fred & Melba Foreman  
Richard Clauss  
Richard Nelson

#### *In Memory of Maxine Meyer*

Merton Sowerby  
Bernie Heisner  
Corey Geiger & Krista Knigge

#### *In Memory of Lloyd Ebersole*

John & Bonnie Ayars  
Robert Heilman

#### *In Memory of Hazel Stewart*

Bertram Stewart

#### *In Memory of Robert Basse*

Darrell Pidgeon

#### *In Memory of Jack Bingham*

Glenn & Jan Holmes

#### *In Memory of Neil Schirm*

Darrell Pidgeon

#### *In Memory of James Cavanaugh*

Robert Heilman

#### *In Memory of Lewis Porter*

Robert Heilman

#### *In Memory of Maurice Mix*

Robert Heilman

#### *In Memory of Ken Swanson*

Glenn & Jan Holmes

#### *Donations for NDS Scholarship Fund*

Howard Stiver

#### *In Memory of Doug Maddox*

Bonnie Burr  
Charles & Judy Iager  
Peter Spike  
Bernie Heisner

#### *In Memory of Lee Allenstein*

Kevin & Julie Larson  
John & Bonnie Ayars  
Arthur Nesbitt  
Darrell Pidgeon  
Bertram Stewart  
Bernie Heisner

#### *In Memory of Pietje Van Exel*

Corey Geiger & Krista Knigge

# Words of Thanks

October 6, 2011

Dear Dr. Selner,

On behalf of the participants in the 2011 National 4H Dairy Conference, I would like to thank the National Dairy Shrine for your continued support of this outstanding youth event. I enjoyed the breakfast that you sponsored on Monday, October 3. It was a pleasure to visit with you at the church in Fort Atkinson.

Sincerely,  
Dave Winkler

The Morrisville State College Dairy Judging team sincerely thanks you for the overwhelming effort you put into making the National Post Secondary Dairy Judging Contest a huge success. We know that the contest could not continue without your kind and generous contributions. The opportunity and life skills the youth experience from contests like these are invaluable in many ways.

We acknowledge and are thankful for the continued talents and contributions you make for the good of our young dairy leaders.

With our most sincere thanks,

The 2011 Morrisville State College Dairy Judging team

Beth Keene & crew

Dear Scholarship Committee,

The 62<sup>nd</sup> awards banquet was a positive, encouraging, and inspiring dairy industry event. Thank you for allowing me the opportunity to be a part of this wonderful evening. It was an honor to be selected as the recipient of the 2011 Lager Scholarship.

The individuals that surrounded me at the banquet personally inspired me. We were all from different backgrounds, regions, and stages of life, brought together by our passion for the dairy industry. Hearing the stories of the industry pioneers and distinguished dairy cattle breeders inspired me to set goals for my own life in hopes of one day making a difference for this industry.

This scholarship award is actively helping me reach my goals in life. Once I graduate from Cal Poly I will find a career that allows me to promote the dairy industry and its wholesome products. My passion is educating the public of the importance of dairy in diets and the stewardship practices of the farmers.

As mentioned in my application, I was not born into this industry I stumbled into it. The positive industry experiences are what drives me to dedicate my future to dairy cattle. This banquet and award were both positive experiences that I am grateful to take part in.

Once again thank you for selecting me as the Lager Scholarship recipient. I am grateful to have that honor bestowed upon me.

Sincerely,  
Karessa Mast  
California Polytechnic University

Thank you very much for sponsoring the 2011 NAILE Dairy Quiz Bowl Competition. Your support is greatly appreciated.

New Mexico Team  
 Jeff Lamy      Angelina Vigil  
 Lilli Vigil      Danielle Lowry

Continued from Page 2

loved him. Bottom line: everybody wanted to be like Doug.”

As stated by Dave Rama, “Doug Maddox was one of the most refreshing individuals I have ever met. Never afraid to state his position and well versed on every topic he dealt with, Doug served the dairy industry as few others. In 2009, with the dairy industry facing national collapse, Doug Maddox took the lead and spent countless months and personal finances in an attempt to make this a better industry for all. He had a spirit and passion as seldom seen. No one enjoyed life more than Doug. We will miss his vibrant personality, warm smile and great stories; he was a joy to be with. God bless Doug, his lovely wife Matilda and the entire RuAnn/Maddox family. We have truly lost a legend in the dairy business.

Doug Maddox served as a mentor to countless numbers of people. When asked if he had any advice to pass along to aspiring dairy producers, Doug’s words were simple but insightful: “Use common sense and be patient. Breeding Holsteins is a lifetime commitment – it’s a marathon, not a sprint.”

The global dairy family has lost a truly special and unique individual who gave of his time, effort and expertise to create a better world for his family and future generations. The dairy industry has certainly prospered because of the efforts of a true leader, mentor, friend and father in Doug Maddox.

Continued from Page 1

complete the final phase of the long range museum plan. Please consider a donation to help us achieve our financial needs of making this area of the museum more inviting and providing improved access to the wealth of information we have available.

Lastly, remember that the deadline for adult award nominations is March 15 and that scholarship applications will be accepted from March 1 until the deadline of April 15th. Please encourage worthy candidates to apply for these recognitions.

I believe the future of dairy is bright and that National Dairy Shrine can help make this happen. I look forward to working with you to create a stronger more vibrant dairy industry.

# NATIONAL DAIRY SHRINE

Office of the Executive Director  
PO Box 725  
Denmark, WI 54208  
920-863-6333  
info@dairyshrine.org  
www.dairyshrine.org  
Return Service Requested

## National Dairy Shrine - Important Dates

**March 15, 2012** – Applications due for Guest of Honor, Distinguished Dairy Cattle Breeder, Pioneer, Progressive Producer and Graduate Production Awards.

**March 1 to April 15, 2012** – All student scholarship applications will be accepted

- You can read the information for each application and download a form for an award or for a scholarship from our website [www.dairyshrine.org](http://www.dairyshrine.org) .

**October 4, 2012** – Annual Meeting (4:30 p.m.), Reception, and Awards Banquet (5:30 p.m.) at Alliant Energy Center Madison, WI.

*New mailing address:*

**National Dairy Shrine**

**PO Box 725**

**Denmark, WI 54208**