

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

It is now the halfway point of the National Dairy Shrine fiscal year and an appropriate time 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



*Dr. David Selner
Executive Director*

NDS to be a very low overhead organization with the majority of 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. If you wish to volunteer for any of these committees please feel free to contact the office or any board member.

Unfortunately many members of National Dairy Shrine have moved numerous times in their careers and have not been updating their current postal or e-mail address in our database. Because we do not have a current contact address, these members never see the Chronicle newsletter. 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 make address file corrections. If you would like to allow NDS to use some extra funds for more scholarships consider changing your delivery of the Chronicle from mail to email.

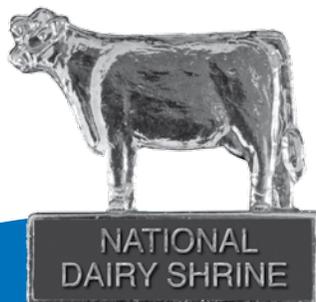
Whenever you get the chance to attend an industry function, academic seminar, dairy meeting, or just at the corner coffee shop make sure you put in a good

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 www.dairyshrine.org and offering networking opportunities through our Facebook page.

Another mission of the National Dairy Shrine is to honor dairy leaders past and present as well as record the history of the dairy industry this is done at the National Dairy Shrine Museum at Fort Atkinson, Wisconsin. The Joe Eves Library and other displays are undergoing renovations which will 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. Also 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 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.

NDS Banquet and Annual Meeting to Move

The National Dairy Shrine is excited to announce the 2013 National Dairy Shrine Banquet and Annual Meeting will be held Wednesday, September 11th in Harrisburg, Pennsylvania in conjunction with the 50th All-American Dairy Show Golden Jubilee. The National Dairy Shrine Banquet and annual meeting have traditionally been held at World Dairy Expo during the first week in October but this year, the festivities will be moved to the All American Dairy show held September 7-12th, 2013. At the banquet, the National Dairy Shrine recognizes past and present dairy leaders as well as awards scholarships to future dairy leaders. Prestigious honors include the coveted Guest of Honor Award, Distinguished Dairy Cattle Breeder, Graduate Production Award, Progressive Dairy Producer, and Pioneer awards are presented to a select group of talented, dedicated and hard-working individuals. The National Dairy Shrine Museum located in Fort Atkinson, Wisconsin showcases these individuals in the Dairy Hall of Fame which displays all Pioneer, Distinguished Dairy Cattle Breeder and Guest of Honor recipients.

Every year at the Banquet the National Dairy Shrine also awards over \$50,000 to future dairy industry leaders attending 2 year or 4 year institutions and graduate programs. At this year's Banquet approximately 40 students will receive scholarship checks to further their education in a dairy related field.

At the National Dairy Shrine Annual Meeting held before the banquet, every member is invited to hear updates from the various committees, reports of National Dairy Shrine activities, election of board members and plans for the future.

As you attend the Golden Jubilee of the All-American Dairy show, make sure you make plans to attend the National Dairy Shrine Banquet to honor the past, present, and future leaders of the dairy industry

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

Donations for NDS Remodeling Fund

Merton Sowerby
Second Look Holsteins LLC
Alicia & Jonathan Lamb
Gail Yeiser
Jane Hillstrom

In Memory of Les Peckham

Steve & Leota Larson
Doug & Gwen Wilson
Russell Wirt
David Kjome
Arthur Nesbitt
Don & Dorothy Peterson
Richard & Barbara Schomburg
Bernie Heisner

In Memory of Dean Dunn

Don Solberg
Bernie Heisner
Robert Heilman

In Memory of James Cavanaugh

Ray & Margaret Schooley

In Memory of Bill King

Robert Heilman

In Memory of Joe Chamberlain

Donald Harris

In Memory of George Martin

Donald Harris

In Memory of Louis Porter

Donald Harris

In Memory of George C. Fry

Bob & Jean Payne

In Memory of W.J. Tyler

George Shook

In Memory of L.H Schultz

George Shook

In Memory of Bill Case

Corey Geiger

In Memory of June Hoyt

Bernie Heisner

In Memory of Ed Soper

Arthur Nesbitt

In Memory of Marlin Hoff

Kathleen Hoff

In Memory of Ken Vial

Fir Ridge Holstein Farm LLC

In Memory of Loann Kleiss

Iowa Holstein Assoc. District 2

New Museum Lighting and Exhibits

The National Dairy Shrine has been remodeling sections of the museum to create new exhibits, provide more open display areas with enjoyable lighting and clearer viewing possibilities, and supply more educational information.

The lighting has been updated for the educational diorama and new display areas to provide over a 50% reduction in energy usage and yet better viewing opportunities for young and old. The educational diorama exhibits explain the importance of the dairy industry for human nutrition, a healthier environment and increased opportunities for future dairy industry jobs. The section on modern dairy facilities has been updated to resemble the Hoard's Dairyman Farm located in Fort Atkinson. All of the diorama display areas were very popular for many of the groups that toured during World Dairy Expo.



Dairy Farm Display wide view



Corridor view of brighter lighting



Dairy Farm Display close-up

One of the first new displays created was an area to describe the significance of the seven major Dairy Breeds in North America. This display highlights the attributes of each breed, their breed history, explains the goals of the breed association and displays breed ideal model cows and other artifacts. This allows visitors additional knowledge of how and why dairy breeds have developed.

Another of the new displays created describes the significance and history of the major Dairy Cattle Shows in the United States. This display features the major awards at many of the national shows including the prestigious Klussendorf Trophy presented in honor of Arthur Klussendorf. There are also awards like the large Grand Champion Female Trophy from World Dairy Expo, the Al Hay award, Merle Howard award, and the Duncan McKenzie award.

The final new display just recently completed describes the importance of Dairy Youth competitions in the U.S. Dairy Industry. This display highlights some of

New Museum Lighting and Exhibits



Diorama Early Barn Viewing by visitors from California

Guests of Honor and pioneers, and more youth judging history. Information on Joe Eves, NDS founders and Past Presidents add to the historical information. The collection of dairy information books is impressive.



Dairy breed corner display

the national award trophies that are engraved with the names of winning teams for 4-H and Collegiate national competitions. There is also more information on FFA, Dairy Bowl, and other competitions for dairy youth. One of the largest awards is the Otto Schnering trophy that is awarded to the team that wins the National Intercollegiate Dairy Cattle Judging contest. A brand new award that is an important addition to this display is a plaque that lists the winning teams for the Collegiate Dairy Products Evaluation Contest.

In the Joe Eves Library, you will find volumes of information of the history of the National Dairy Shrine,



Scholarship display

Please take time to stop and see the changes happening at the National Dairy Shrine Museum in Fort Atkinson, Wisconsin.



Roger Neitzel viewing Swiss Cow Bells

New Museum Lighting and Exhibits



Barlass viewing the Jersey model cow



Dairy Cattle show display



Bert Stewart with Ontario team and Klussendorf trophy

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Youth competition display

New Museum Lighting and Exhibits



Otto Schnering Trophy



Tom Morris viewing the David Dickson Reasons Award



Viewing dairy history folders in library



Bernie Heisner viewing the Past Presidents Plaque

Appreciation for NDS Activities

Throughout the year National Dairy Shrine receives messages of thanks and gratitude from many individuals. The adult winners of the Progressive Producer and Graduate Production Awards totaling \$6500 often send thank you's for their financial support.

Over 50 students receive scholarships from National Dairy Shrine to further their education and upcoming careers in the dairy industry. Many of these students thank the national office for the extra help with their college expenses.

Others include 4-H students who attend the National 4-H Dairy Conference and the contestants from the National Dairy Quiz Bowl in Louisville, Kentucky where NDS is a sponsor. The student section of the American Dairy Science Association also gets support for its student conference from National Dairy Shrine. Contestants at the National Collegiate and 4-H Dairy Cattle Judging contests also receive awards from National Dairy Shrine. Finally thousands of visitors to the museum send appreciation for the educational displays, dairy artifacts and the Dairy Hall of Fame exhibits.

An example of the comments received includes this note from Bonnie Ayars from Ohio.



"Please express our many words of appreciation to the NDS Board and the museum staff for affording us the opportunity of our visit! It is inspirational, educational and one that allows future career professionals the setting into which they can transform dreams into goals! Enclosed is a photo memory of our visit. For years and years to come, these 4-H and collegiate judges will recall the impact of this trip. It is important that we are thankful to all those who have and who will develop a respect for the dairy industry and how it influences our lives! Hats off to NDS!"

New Youth Competition Plaque

Dairy Industry and University supporters of the Dairy Product Evaluation contest have formed a non-profit organization that allows them to continue their 90+ year contest tradition. The National Dairy Shrine is managing the financial assets of this new organization.

One of the great supporters of this contest has been retired Nasco Executive Arthur Nesbit. The accompanying picture shows Arthur and his wife Nancy donating a beautiful award plaque to the National Dairy Shrine that lists the 91 winners of the overall team competition at this historic national contest.

The Collegiate Dairy Products Evaluation Contest provides a venue for college students to test their skills against one another in the fine art of sensory evaluation. Because an instrument has not yet been found that evaluates the sensory attributes of food products with the precision, discretion and accuracy of human beings, this contest culminates a course of education of trained palates. Here is how it works:

Nationally recognized experts in each of the six product categories – 2% milk, butter, cottage cheese, Cheddar cheese, Swiss-style strawberry yogurt and vanilla ice cream – collect representative samples from around the United States. These experts then apply their expertise to score each of the products using a very specialized score card. Each contestant's challenge is to return a score card that comes as close as possible to replicating the score card created by the judges. Scoring is based upon how far the contestant's score differs from the experts. The top individuals and teams in each product category and overall are recognized. The overall team winners are engraved on this plaque and it will be on permanent display in the Dairy Youth competition exhibit.



NATIONAL DAIRY SHRINE

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National Dairy Shrine – Important Dates

March 15, 2013 – Applications due for Guest of Honor, Distinguished Dairy Cattle Breeder, Pioneer, Progressive Producer, and Graduate Production Awards. Applications can be found at www.dairyshrine.org.

March 1 to April 15, 2013 – All student applications will be accepted for the various National Dairy Shrine scholarships. Please refer to the website www.dairyshrine.org for more information and an application form for all scholarships.

September 11, 2013 – Annual meeting, Reception and Awards Banquet at the 50th Anniversary All-American Show, Harrisburg, Pennsylvania.

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