

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 has been 65 years since the formation of the National Dairy Shrine by a group of visionary dairy industry leaders in 1949. Their goal was to create a volunteer organization that honored the industry leaders of the past and present, encouraged future dairy leaders, preserved dairy history and promoted the entire dairy industry. It is good to reflect on what has been accomplished over the years to see if the organization is fulfilling those lofty dreams.

The goal of honoring dairy leaders past and present as well as recording the history of the dairy industry is done at the National Dairy Shrine Museum in Fort Atkinson, Wisconsin. The National Dairy Hall of Fame is graced with the portraits of great industry leaders. Other displays preserve the rich history of the dairy industry in the United States. The Joe Eves Library is undergoing renovations to allow even greater utilization of the wonderful books



Executive Director David Selner

and historical files we have available. Please consider a donation to help us achieve our financial goals of making the library more inviting and educational. When you visit the museum to see this unique collection of dairy industry memorabilia, we believe you will thoroughly enjoy your visit. I believe the founders would be truly pleased with what has been accomplished in the NDS Museum.

Proudly this past year we distributed over \$40,000 in scholarships and grants to a tremendous group of young dairy enthusiasts. In addition, through allied dairy organizations where National Dairy Shrine is helping to manage their assets we have given another \$45,000 for recognizing and encouraging young dairy people. I am sure all of you can agree that this is a great investment in the future of the dairy industry. The National Dairy Shrine board has already authorized to give additional scholarship dollars for next year's scholarship programs. An article in this newsletter describes these new opportunities.

Over the last 65 years NDS has had a strong emphasis on membership involvement and the utilization of volunteer members to achieve our goals. NDS has never had any full time employees and has always been managed by a part time Executive Di-

rector with occasional secretarial help. This has allowed NDS to be a very low overhead organization with the majority of donated dollars and membership fees going to helping dairy students or improving the museum. The Board of Directors has served with no compensation but a true belief in serving this great industry. All of this collective volunteer effort shows the dedication of a typical NDS member who truly wants to give back to the industry that they love.

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 information in our database. Because we do not have a current contact address, these members never see this Chronicle newsletter. If you know of individuals that are members and do not receive the Chronicle, 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 as the cost of postage continues to rise. It will cost more to mail this issue of the Chronicle than it does to print it.

Whenever you get the chance to attend an industry function or meeting make sure you wear your National Dairy Shrine pin with pride and continue to promote the activities of the National Dairy Shrine. With your help we can continue to thrive by encouraging and signing up new members. New membership dollars allow us to expand our aid for young dairy leaders. Our

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National Dairy Shrine brings together producers, scientists, students, educators, processors, marketers, media specialists, consultants 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 18,000 members encompassing every facet of the industry.

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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.

Ultimately every active member is the best barometer if the National Dairy Shrine is fulfilling the goals of those original founders. Hopefully as you think about all of the activities that are being accomplished with the leadership of the National Dairy Shrine you feel as I do, that your contribution to NDS efforts has been money and time well spent.

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 will help to make our industry even stronger for the next 65 years. I look forward to working with you to create a more vibrant dairy industry.

Appreciation for NDS Activities

Throughout the year National Dairy Shrine receives messages of thanks and gratitude from many individuals. Over 50 students and adults receive grants or scholarships from National Dairy Shrine to further their education and improve their future in the dairy industry. Many of these individuals thank the national office for this recognition.

This includes adults who receive the Progressive Manager and Graduate Production grants and 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 National 4-H Dairy Cattle Judging Contests also receive awards from National Dairy Shrine.

Examples of the comments received includes these notes:

"I attended the delicious lunch which you sponsored at the Congregational Church for the National 4-H Dairy Conference. When I heard your speech about the future and our options, I was amazed to hear about the scholarships and opportunities the Dairy Shrine offers. At home in Connecticut I just do not see so much faith for us young and interested agriculture students. I would like to thank you for lunch and the tour. Without sponsors such as yourself I would not have been able to have such an incredible experience. Thank You." - Katelyn

"I was so honored to be among the award recipients at this year's NDS Banquet. It is so inspiring to hear the stories of the industry's legends and hope that someday I can have an impact like them. The vision of the Dairy Shrine to bring together leaders and influencers from all facets of the industry is obviously at work. The backgrounds and specialties brought together at the All American Dairy show are truly encouraging that our industry will continue on with great leadership. Being recognized at the banquet is one of the biggest and most memorable nights of my life and I cannot emphasize enough how much I appreciate the support. I will always remember how much the National Dairy Shrine encouraged me and hope to give back when I enter the industry." - Sincerely, Mandy Brazil

"Thank You, for your support of the National 4-H Dairy Judging Contest. Our members benefit tremendously from this unique, experiential learning activity. Thank you for supporting the young people who are the future of the dairy industry. Without you, this experience would not be possible." - Missouri 4-H Dairy Judging Team

"We would like to thank the National Dairy Shrine for your sponsorship for the 2013 National Dairy Quiz bowl Competition. We had a fun day proudly representing our state, Iowa, at this year's contest. It was a great experience. Thank you for helping to make this great event possible!" - Sincerely, Team Iowa; Mary, Kelli, Molly, Katie and Coach Diane

New NDS Scholarship Opportunities

National Dairy Shrine has increased the scholarship opportunities for college students interested in the dairy industry. College students can apply for 4 new types of scholarships.

The traditional Milk Marketing Scholarship sponsored by Dairy Management Inc has been divided into two new versions. One is the Milk Marketing and Dairy Product scholarship, which is designed for students interested in milk marketing or product development.

The second version is the Education and Communication Scholarship which is focused on students looking for educational or communication careers to advance the consumer knowledge of our dairy industry. These will again be supported with Dairy Management Inc sponsored dollars.

In addition there will be two new recognition scholarships for sophomores and junior college students. The NDS Junior and Sophomore Merit scholarships will be available for students that are interested in other areas of the dairy industry than those designated under the DMI scholarships.

So, if you are looking at a career in dairy equipment, ruminant nutrition, dairy genetics, environmental sciences, dairy business, extension or production agriculture you are eligible for these scholarships. These scholarship applications will be available on the NDS website www.dairyshrine.org and the application acceptance period starts March 1 and the deadline for applications is April 15, 2014.



Pictured at right, 2013 Kildee Scholarship Winners- Carissa Doody and Mandy Brazil with Roger Neitzel

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

Donations for NDS Remodeling Fund

Merton Sowerby
Alicia & Jonathon Lamb
Second Look Holsteins LLC
Gail Yeiser
Bernie & Sue Heisner

In Memory of Myron Lancaster

Semiahmoo Resort Association
Lyle & Merrilou Wesen
John & Bonnie Ayars

In Memory Melvin Heisner

Jan & Glenn Holmes

In Memory of Morris Ewing

Don & Trudy Solberg
Doug Wilson
Jan & Glenn Holmes
Ed Call

In Memory of Carole Core

John & Bonnie Ayars

In Memory of Pete Blodgett

William Abrahamson

In Memory of Wayne Quinn

William Abrahamson

In Memory of Jim Pappas

Central Valley Jersey Breeders Association

In Memory of Mike Rakes

Michele Ruby

In Memory of Harold Amstutz

Jack Albright

In Memory of E.E. Ormiston

Jack Albright

In Memory of J. Orville Young

Jack Albright

In Memory of Elmer Hansen

Jack Albright

In Memory of W.W. Yapp

Jack Albright

In Memory of Harold Beecher

Jack Albright

In Memory of Russell Nelson

Jack Albright

In Memory of Arnold Knight

David & Sue Kjome
David & Cathy Brandau

To Honor the industry service of Maurice Keene

Richard Nelson

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National Dairy Shrine – Important Dates

March 15, 2014 – Applications due for Guest of Honor, Distinguished Dairy Cattle Breeder, Pioneer, Progressive Dairy Manager, and Graduate Production Awards. Applications can be found at www.dairyshrine.org.

March 1 to April 15, 2014 – 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.

October 2, 2014 – NDS Annual Meeting, Reception and Awards Banquet in Madison, Wisconsin.

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