

# NATIONAL DAIRY SHRINE

## THE CHRONICLE

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

### Continuing the Legacy

by Executive Director David Selner

National Dairy Shrine has been in existence for 68 years and the goals and the aspirations of the founders are alive and well today. The mission statement is still relevant and meaningful to the current dairy industry. I actually believe that the goal of encouraging the best and brightest students and leaders of tomorrow is even more important now. This industry is losing numerous dairy leaders to retirement who have formed the foundation for our success. The next generation of leaders is stepping up to accept the challenge of making the future even better. However we still need to reach out to the newest generation to continue this legacy of progress. That is why I believe getting young people involved in dairy industry events, enrolling at dairy universities and becoming leaders is so vital.

NDS has evolved to meet the challenge of the cultural shifts that are happening in society. More and more students are in need of financial aid and NDS has nearly doubled the number of scholarships available to students. No matter what year you are in college there is a NDS scholarship that you can apply for. We have scholarships available to students at

two-year dairy programs as well. NDS proudly sponsors the National 4-H Dairy Conference and supports the National Dairy Quiz Bowl Contest; both activities help encourage and educate young dairy minds.

NDS is building a presence on social media with a Facebook page that has more than 2,100 followers. Since the younger generation continually makes use of these types of communication NDS is moving forward with creating a larger social media footprint. I believe that we will only grow in this outreach effort. Even for some of our older members communication has changed. Now over 3,500 members receive the Chronicle via email. This saves greatly on the costs of printing and mailing, freeing up even more dollars for scholarships. If you would like to receive the Chronicle by email please send your email address to our office and request the switch. Likewise if you know of someone who is not receiving the Chronicle please share their current postal or email address with us. We have hundreds of members who no longer get the Chronicle because we no longer have a valid address.

The National Dairy Shrine Museum and Dairy Hall of Fame have been updated making it an even greater source of information for visiting dairy enthusiasts. Not only the photos of the great dairy leaders are displayed but now you have finger tip access to their biographies and, in some cases, videos of these great leaders discussing their part of dairy history. What a valuable and irreplaceable resource for

future generations! Other improvements with displays and explanatory information only enhance the viewing experience. If you are ever in the Fort Atkinson, Wis. area, plan on making time to visit the Museum and Hall of Fame.

NDS has been blessed with dairy leaders willing to volunteer their time and talent to promote the ideals of NDS. If you look at the individuals that have served as NDS presidents or board members it is literally a Who's Who of the dairy industry. Many dairy leaders have generously donated funds to help with the expenses of NDS programs. These funds are vital to meeting our mission. We are also reaching out to dairy leaders to include NDS in their estate planning. What a great way to pay forward for the next generation.

The current National Dairy Shrine board of directors is comprised of dedicated dairy leaders who represent all facets of this great industry and have a shared passion to make the future even brighter. The board is continually seeking out new avenues to enhance revenue and control expenses while keeping the goal of honoring the past and present and encouraging the future. NDS relies on a forward-thinking board to guide management to better position its programs and activities to fulfilling the lofty goals of NDS. If you would like to join this effort please volunteer to serve on an NDS committee, provide suggestions to the office or current board members, sign-up a new member and always promote the future of the dairy industry.



*National Dairy Shrine is a non-profit organization devoted to maintaining the strength of the dairy industry through recognition, encouragement, promotion, education and preservation of the dairy heritage of previous generations. Founded in 1949, the National Dairy Shrine has thousands of lifetime members consisting of dairy producers, scientists, students, educators, marketers, sales people, consultants, journalists, cheese makers and other dairy enthusiasts who are passionate about the dairy industry.*

## National Dairy Shrine Scholarship Applications Due April 15

The National Dairy Shrine is again looking for applications for its annual scholarship program. Applications are accepted from March 1 until the deadline of April 15. Official scholarship application award forms are available on the NDS web site, [www.dairyshrine.org](http://www.dairyshrine.org), under scholarships.

The National Dairy Shrine Student Recognition Program recognizes and rewards graduating seniors planning a career in the dairy industry. There will be a \$2,000 cash award given to the winner, a \$1,500 reward for second place and three to seven \$1,000 cash awards depending on the number and quality of applicants.

The National Dairy Shrine/Dairy Management, Inc. (DMI) Milk Marketing-Dairy Products Scholarships are available to encourage students to pursue careers in the marketing or development of dairy products. The winner receives a \$1,500 scholarship while the other winners receive \$1,000 scholarships. Up to five winners are recognized annually.

The National Dairy Shrine/Dairy Management, Inc. (DMI) Education and Communication Scholarships are available to encourage students to pursue careers in the education or communication of the value of dairy products and the dairy industry. The winner receives a \$1,500 scholarship while the other winners receive \$1,000 scholarships. Up to five winners are recognized annually.

The Kildee Scholarships are offered in two categories. Graduate study applicants may include the top 25 All-American contestants in one of the past three National Intercollegiate Dairy Cattle Contests plus the first and second place teams in the North American Intercollegiate Dairy Challenge contests. These students are eligible to apply for two \$3,000 graduate school scholarships. Undergraduate students may apply in their junior or senior year of college for one \$1,000 Kildee Undergraduate

scholarship. Applicants for this scholarship must have been one of the top 25 contestants at the National 4-H or FFA Dairy Judging Contests.

The National Dairy Shrine Junior Merit Scholarship recognizes and rewards current college juniors planning a career in the dairy industry. There will be a \$1,500 cash award given to the winner and two to five more \$1,000 cash awards depending on the number and quality of applicants.

The National Dairy Shrine Sophomore Merit Scholarship recognizes and rewards current college sophomores planning a career in the dairy industry. There will be a \$1,500 cash award given to the winner and two to five more \$1,000 cash awards depending on the number and quality of applicants.

Two NDS/McCullough scholarships of \$2,000 and \$1,500 are awarded annually to high school seniors intending to enter a four-year college or university and major in: dairy/animal science with a communications emphasis or agriculture journalism with a dairy/animal science emphasis.

Up to two NDS/Iager Dairy Scholarships will be awarded in the amount of \$1,000 to second year college students enrolled in a two-year agricultural college. This scholarship is sponsored by a fund created by Mr. and Mrs. Charles Iager of Fulton, Md.

There will be two NDS/Maurice

Core Dairy Scholarships awarded in the amount of \$1,000 to a freshman college student in a four-year agricultural college. This scholarship is sponsored from a fund created in honor of Maurice E. Core long-time industry leader and past executive director of National Dairy Shrine.

There are three NDS/Klussendorf scholarships given in the amount of \$1,500 to students in their first, second or third year at a two- or four-year college or university. Applicants need to major in dairy or animal science with intentions to enter the dairy cattle industry.

There are four NDS/McKown scholarships given in the amount of \$1,500 to students in their first, second or third year at a two- or four-year college or university. Applicants need to major in dairy or animal science with intentions to enter the dairy cattle industry.

If you would like to apply for any of these scholarships, please visit the NDS website at [www.dairyshrine.org](http://www.dairyshrine.org) to download the applications. If you have any questions, please contact the NDS office at [info@dairyshrine.org](mailto:info@dairyshrine.org). Winners of these awards will be announced this summer, with the presentation of awards to be held at the annual NDS awards banquet in Madison, Wis. on Thursday October 5, 2017.

### NDS Membership, Grant and Scholarship Sponsors

Dairy Management Inc.  
Lely North America

Dairy Farmers of America  
Allflex USA

## Innovative New Membership Program

Since the beginning memberships have been an important source of income to fund all of the activities of National Dairy Shrine. The lifetime membership rolls now number over 19,000 and we add several hundred every year. However the income from memberships has been going down over the last decade as we are not adding as many new members as we have in the past. The majority of current new members come from sponsored memberships by great organizations like Dairy Farmers of America, Lely North America and AllFlex.

There is building a desire to help enroll some of the top dairy student graduates from major dairy schools as not all of them are being currently sponsored. Several National Dairy Shrine members have stepped up to encourage the enrollment of top senior dairy students in National Dairy Shrine. Since these students are the leaders of tomorrow it is great that they are learning about NDS at this stage. Hopefully these young people

can become the leaders in advancing National Dairy Shrine in the future by serving on committees and the board of directors.

Graduating seniors at the University of Minnesota were honored last year by becoming sponsored members in National Dairy Shrine. Anonymous donors have offered to fund their memberships and will continue that for several new graduating seniors this year.

Following in their footsteps, Iowa State alumni are sponsoring some of the top graduating dairy seniors at this year's Iowa State banquet. What a great way to honor top dairy students and provide funds for such a worthy cause.

If you would like to start a program at your dairy university please feel free to contact our office to get started. All top dairy students should be a part of the future of National Dairy Shrine.

### NDS Membership Benefits Include:

- Aligning yourself with 19,000 other National Dairy Shrine members all with a passion for keeping a strong dairy industry
- Knowing that your lifetime membership fee directly provides over \$45,000 annually for scholarships and awards to young dairy enthusiasts and maintains the National Dairy Shrine and Dairy Hall of Fame in Fort Atkinson, Wis.
- An exclusive membership lapel pin or pendant and a membership certificate that publically signifies your lifetime support of the National Dairy Shrine
- Networking opportunities for young and old through the NDS Facebook page, at an annual awards banquet and other dairy events
- A free subscription to the Chronicle, the National Dairy Shrine newsletter, which keeps members informed of NDS activities



Past President Corey Geiger with University of Minnesota seniors, Rachael Rostad Amber Johnson and Christine Reitsma, who were awarded NDS memberships at last year's Gopher Dairy Club awards banquet.

## National Dairy Shrine Award Applications Due March 15

National Dairy Shrine is again seeking nominations for its most prestigious awards: Guest of Honor, Pioneer, Distinguished Dairy Cattle Breeder, Progressive Commercial Dairy Manager and Graduate Production Award.

The Guest of Honor is given to a contemporary dairy leader for outstanding accomplishments and contributions to the dairy industry. It has been awarded every year since 1949 when Dean H. Kildee was named the first Guest of Honor. Also each year, three to four living or deceased Pioneers of the dairy industry are honored by National Dairy Shrine for their service and leadership in the dairy industry. Meanwhile, the Distinguished Dairy Cattle Breeder is an award which recognizes active, progressive dairy producers who, through their expertise in managing a dairy breeding herd based upon sound genetics and business principles, serve as a model of success for fellow breeders throughout the country. All these award winners'

accomplishments are on permanent display in the National Dairy Hall of Fame at the National Dairy Shrine Museum in Fort Atkinson, Wis.

One of National Dairy Shrine's newer awards, the Progressive Commercial Dairy Manager recognition, is given to producers ages 21 to 50 who have introduced and applied effective management and business practices that help achieve more profitable dairy businesses, as well as contributing leadership to dairy organizations. The Graduate Dairy Production Award recognizes and assists qualified two-year and four-year agricultural college graduates efforts to pursue a career in commercial dairy farming and to gain ownership of dairy cattle with the intent of growing their dairy herd. The applicant must be employed in a herd management role on a commercial dairy when completing the award application. The winner will receive a \$2,500 award from National Dairy Shrine.

Nominations or applications must be submitted on official forms by March 15. If you know someone who should be nominated for these awards, please visit the NDS website at [www.dairyshrine.org](http://www.dairyshrine.org) and click on "Adult Awards" to view a complete listing of each award form. Then you can download the application for the respective award desired.

The annual National Dairy Shrine awards banquet will be held on October 5 in Madison, Wis. For more information about the banquet please contact the National Dairy Shrine office at [info@dairyshrine.org](mailto:info@dairyshrine.org). National Dairy Shrine membership information is also available online at [www.dairyshrine.org](http://www.dairyshrine.org). Dairy enthusiasts are encouraged to become a part of this important dairy organization to help honor our dairy heritage, inspire future leaders and promote the dairy industry.

## Notes of Thanks from National 4-H Quiz Bowl Contest

Dear Dr. David Selner,

Thank you so much for your support of the 2016 National 4-H Dairy Quiz Bowl Contest! We are able to compete against the best of the best, make new friends and learn so many new things. Thank you again for your generous donation!

*Sincerely,  
Miriah Dershem, Michigan*

Dear Dr. Selner,

I would like to thank you and the National Dairy Shrine for sponsoring the North American Invitational 4-H Dairy Quiz Bowl. Through your generous sponsorship, you are helping to train the next generation of dairy leaders. Thank you for your support.

*Sincerely,  
Michael Fioretto*

Dear National Dairy Shrine and David Selner,

Thank you for sponsoring our competition. It means a lot to all of us youth. We are all having a great time because of you guys.

*Dan Clapp  
Massachusetts 4-H Dairy*



Dear David Selner,

Thank you for your support of the National 4-H Dairy Quiz Bowl Competition. It is greatly valued by all participants, coaches and other youth of the dairy industry. I have enjoyed coming out to Louisville and NAILE for this event, and wouldn't not be able to without you. Thank you!

*New Hampshire Dairy Quiz Bowl Team*

Dear Dr. Selner,

Thank you so much for sponsoring the National Dairy Bowl Convention. This trip has been very educational for me. I have been allowed to explore and learn so many new things. Thank you again for being a sponsor.

*Sincerely,  
Carra Beth Wallow  
Pontotoc, Miss.*

Dear David Selner and National Dairy Shrine,

Thank you so much for sponsoring this great experience. It allowed me to meet others from around the country with the same interest in the dairy field. I have learned a lot through this experience about the industry and working as a team.

*Thank you again,  
New York Team*

Dr. David Selner,

I would like to thank you and the National Dairy Shrine for sponsoring the Dairy Bowl Competition in Louisville, Kentucky. I'm very fortunate to be here and thank you for supporting us.

*Sincerely,  
Skylar Delbeni  
New Jersey*

National Dairy Shrine,

Thank you so much for sponsoring the North Carolina Quiz Bowl Team. This has helped prepare us in, not only the academic side, but also the work ethic it takes to make it this far.

*Sincerely,  
North Carolina Quiz Bowl Team*

## National Dairy Shrine – Important Dates

**March 15, 2017** – Applications due for Guest of Honor, Distinguished Dairy Cattle Breeder, Pioneer, Dairy Manager Grant and Graduate Production Awards. Applications can be found at [www.dairyshrine.org](http://www.dairyshrine.org).

**March 1 to April 15, 2017** – All student applications will be accepted for the various National Dairy Shrine scholarships. Please refer to [www.dairyshrine.org](http://www.dairyshrine.org) for more information, procedures and application forms for all scholarships.

**October 5, 2017** – National Dairy Shrine Annual Meeting, Reception and Awards Banquet in Madison, Wis.

**National Dairy Shrine, PO Box 725, Denmark, WI 54208**  
**[info@dairyshrine.org](mailto:info@dairyshrine.org)**

