

NATIONAL DAIRY SHRINE

THE CHRONICLE

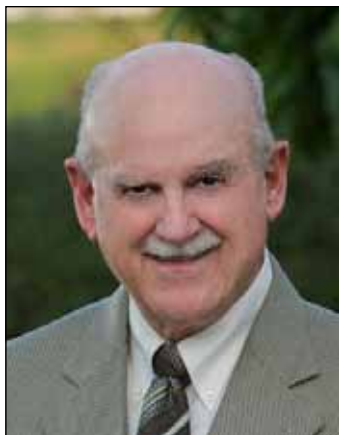
Honor past and present dairy leaders. Inspire future dairy leaders. Record dairy industry history. Promote the dairy industry.

President's Reflections & Dairy Shrine's Agenda

In launching a new year, I am honored to serve as President of National Dairy Shrine. Those elected before me, beginning with Fred Edtse in 1949 through last year's president, Maggie Murphy, have established a legacy that make it even more humbling to serve in this capacity.

Before I comment on future aspirations of National Dairy Shrine, I would like to share a few reflections from this past year. Many accomplishments were attained as National Dairy Shrine built upon past year's achievements. These accomplishments were only possible through the support of a formidable Board of Directors. And, nearly 200 dairy industry volunteers that assisted with various aspects. Most important, National Dairy Shrine is fortunate in having the tireless efforts of Dr. David Selner as their Executive Director.

Dairy Shrine, with financial support from the Fort Atkinson Community Foundation, refurbished the educational display in the Joe Eves Library at the National Dairy



Fred Hendricks

Shrine museum. With the addition of new technology, guests can view multi-media historical videos and files. This education enhancement provides an opportunity for children and adults alike to experience frontier farming that included a family milk cow through the highly efficient milk production by today's progressive dairy farmers. The narrated, self-guided tour also includes manufacturing and marketing of dairy related products. A visit to the National Dairy Shrine museum in Fort Atkinson, Wisconsin is an enjoyable experience.

A component of National Dairy Shrine's mission is awarding scholarships to young dairy leaders of the future. The NDS board created three new categories for college scholarship opportunities.

There are scholarships now available in every year of a student's college experience. Last year's scholarships were awarded to 40 outstanding young people who received in excess of \$50,000 of financial aid. Watch for these recipients to become dairy leaders of tomorrow.

The management of National Dairy Shrine has developed a mutually beneficial relationship with the Collegiate Dairy Products Evaluation Contest committee. Through this arrangement, financial management and other services are provided to this nearly 100 year old event. NDS main-

tains a strong relationship with academia and the milk processing phase of the industry. The CDPEC contest awards approximately \$20,000 to support their student contests.

The annual National Dairy Shrine Meeting and Banquet was held in conjunction with World Dairy Expo in Madison, Wisconsin early in October of 2014. These two events mark the transition of Dairy Shrine's physical year. The banquet drew a sell-out crowd of 360 Dairy Shrine honorees, members and guests.

Dairy Shrine's Agenda

Collectively, the National Dairy Shrine board and the Executive Director have set forth an ambitious agenda for the coming year.

The National Dairy Shrine mission is; honor present and past leaders of the Dairy Industry, inspire future dairy leaders with scholarships and educational encouragements, record significant events and achievements of the Dairy Industry, operate and maintain an educational museum to include the Dairy Hall of Fame, and promote the Dairy Industry.

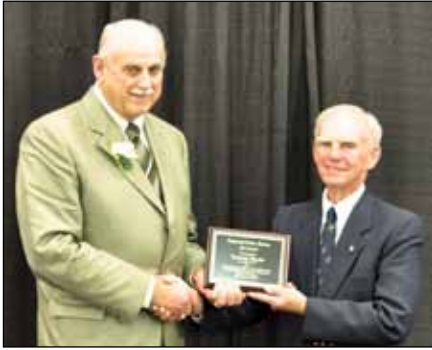
When examined closely, the mission statement encompasses the entire Dairy Industry. And while National Dairy Shrine has endeavored to embrace all aspects of the industry, it is our renewed focus to make sure we are all inclusive. Nearly every aspect of the dairy industry is represented on the NDS board. We are striving to reach beyond this representation to include a greater number of people engaged in each and every sector.

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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.

Gene Meyer - Arthur Nesbitt 4-E Award Recognition



Fred Hendricks & Tommy Martin

The National Dairy Shrine introduced the Gene Meyer - Arthur Nesbitt 4-E award to recognize individuals who have provided long-term support and exceptional contributions to National Dairy Shrine like Gene Meyer and Arthur Nesbitt. Those who

exhibit, EXTRA EFFORT, ENERGY, & ENTHUSIASM. The 4-E Award is not presented annually, but will only be bestowed at the discretion of the board of directors to deserving individuals. A permanent Meyer Nesbitt 4-E plaque is on display in the National Dairy Shrine Museum and National Dairy Hall of Fame in Fort Atkinson, Wisconsin.

On October 2, 2014 the NDS Board decided to honor another individual with the award, Tommy Martin from Winter Haven, Florida. Mr. Martin becomes the 10th individual to receive this award in the 65 year history of the National Dairy Shrine. Tommy has been a tireless worker in signing up new National Dairy Shrine members. He has personally enrolled over 50+ new members for National Dairy Shrine. Tommy has made it a personal mission to sign up as many fellow employees of Merial as he can. Because of Mr. Martin's efforts, Merial has one of the highest percents of employees being NDS members of any dairy organization. In addition Tommy has served two terms on the National Dairy Shrine Board of directors. He has always been willing to serve on numerous scholarship committees over the years. Tommy Martin has provided a helping hand whenever he was asked to serve.

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In accomplishing the aforementioned, NDS has identified dairy sectors where volunteers will be asked to take ownership of a particular sector. This will aid in creating awareness for NDS and further expand membership, especially where membership needs reinforcement

Social media has become a buzz word in today's society. National Dairy Shrine has become active through Facebook. Our Facebook committee has been very aggressive in highlighting NDS activities by posting ongoing activities as well as leadership recognition and scholarship recipients. In addition, the National Dairy Shrine website is very user friendly. This Internet location includes up-to-date Dairy Shrine news and scholarship applications, including deadlines to file these applications. The site also facilitates those desiring to become a member of National Dairy Shrine. You are encouraged to stay informed through this informative media.

National Dairy Shrine has identified corporate sponsorship opportunities for student scholarships along with making enhancements in the Hall of Fame at the Dairy Shrine Museum. As you read this chronicle, reflect on your friends and contacts who are involved in

National Dairy Shrine Celebrates Renovated Library

On October 1, 2014 the National Dairy Shrine Board of Directors officially celebrated the opening of the newly renovated Joe Eves Library at the National Dairy Shrine Museum in Fort Atkinson, Wisconsin. The board members welcomed media and guests to a reception and an official ribbon cutting ceremony for the library. After nearly two years of planning and remodeling the renovations have greatly enhanced the ability of the museum to showcase the dairy industry and the unique artifacts of the National Dairy Shrine. The historical video interviews of dairy leaders, the numerous volumes of dairy print media and a visual display of the evolution of the dairy industry from the beginning to modern dairies of today are all visitor favorites.



the dairy industry. Take time to inform them about National Dairy Shrine with encouragement to become engaged. Membership, contribution of time and/or finances is an excellent way to give back to an industry where they have benefited.

If you should have questions, comments or suggestions, kindly contact any board member or the NDS office. Thank you for your interest in and support of National Dairy Shrine.

Your generosity in helping fund activities of National Dairy Shrine's mission is greatly appreciated.

National Dairy Shrine thanks you for your continued confidence and support. We trust that you will consider giving again this year, and beyond.

For more information about giving opportunities, please contact Dr. David Selner, Executive Director at Ph: 920.863.6333

Banquet Photos & Highlights



Guest of Honor - Bernard Heisner and Family



Distinguished Breeder - Brian, Paul and Alan Chittenden



Pioneer Recipients - Mary Creek (David Gibson), Russell Wirt, David Block (Alton Block), and Charles 'Pete' Knigge with David Pierson



Graduate Dairy Production - Luke Huysman with Jenny Mills and Andi Branstetter



Klussendorf & McKown Scholarships - Lacey Papageorge, Chad Horst, Elizabeth Davis, Isaac Hagen, Kelly Raterink, and Randy Edwards with Corey Geiger



Maurice Core Scholarship - Johanna Knorr, Amber Gable and Coleen Jones

NATIONAL DAIRY SHRINE



Student Recognition Winners - Jessica Hammerand, Roxanne Seltzer, Brandon Scharping, Tyler Otte and Erin Daninger with James Krahn



McCullough Scholarships - Gabriella Sorg and Kristen Broege with Dan Bernick



Iager Scholarship - Derrek Kamphuis with Gail Yeiser



Kildee Scholarship - Jessica Sentelle and Hayden Bush with Keith Engel



Kruse Membership Award - Mary Creek, Fred Hendricks and Tommy Martin



Progressive Dairy Managers - Herby Lutz (representing Amanda Lutz) and Peter Dueppengiesser



DMI Education & Communication - Front: Hayley Potts, Emily Selner, Katie Schmitt, Back: Abby Mills, Margaret Stiles, Rebecca Groos, Mariah Schmitt and Heather Hunt with Stan Erwine



DMI Milk & Dairy - Christine Reitsma, Maggie Jennison, and Robert Sexton with Mike Brown



Junior Merit - Chelsey Johnson, Andrea Smaczarz, Michael Schmitt, Amanda Moretti, and Allison Culp with Rebecca Mast



Sophomore Merit - Mary Liebenstein, Colleen Smith, Blaine Crosser, Bethany Dado and Shannon Rodeffer



George and Shirley Barlass, Stuart Rowe, and Ben Brancel



Jacquiline Jackson, Bob Walton and Bob Rowe



John Meyer with Bill Nichol and Arthur Nesbitt



Bob Cropp and Ewing Row



George Shook, Richard Denier and Richard Beard



Charlie Knigge, Alfred Kamps and Andy Dellava

NDS Membership, Award & Scholarship Sponsors

Dairy Management Inc.
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Lely North America
Allflex USA

NDS Awards Banquet Sponsors

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Genus - ABS Global
Hilmar Cheese
Hoard's Dairyman
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International Protein Sires
Nasco
Thompson Investment Management Inc
Tom Morris Ltd
Wisconsin Holstein Association
World Wide Sires

National Dairy Shrine Elects New President and Directors

At the 65th annual meeting of the National Dairy Shrine, Fred Hendricks, Sunshower Acres, Bucyrus, Ohio was elected President of the organization. Meanwhile, David Pierson, Sapa Ska Holsteins of Lake City, Minnesota was chosen as President-Elect. Elected to the Executive Committee along with Hendricks and Pierson were: Jenny Mills, Canastota, NY., Alicia Lamb, Oakfield, NY., Coleen Jones, Craigsville, VA., and immediate past president Maggie Murphy, Madison, FL.

The newly elected National Dairy Shrine board of directors includes Tim Abbott, Enosberg, VT., Fowler Branstetter, Edmonton, KY., Jim Dickrell, Monticello, MN., Nate Janssen, Rosemont, IL., Larry Schirm, Laurelville, OH., and Leah Ziemba, Madison, WI. They join current board members Mike Brown, Kenosha, WI., Dan Bernick, Long Grove, IA., Blaine Crosser, Marysville, OH., Joe Domecq, East Lansing, MI., Nancy Feeny, Davenport, IA., James Krahn, Vernonia, OR., Rebekah Mast, Turlock, CA., Bob Rowe, Verona, WI., and Gail Yeiser, Arnold, MD



The 2014-15 Board of Directors

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

Donations for NDS Remodeling Fund

Hill Farm Historical Society

In Memory of Marlowe Nelson

Doug & Linda Hodorff
David Kjome
Rick & Peggy Daluge

In Memory of Stanley Bird

Doug & Linda Hodorff

In Memory of R Dale Jones

Robert Heilman

In Memory of Arnold Knight

Wis Jersey Breeders Association

In Memory of James Borcharding

G Joe Lyon
Robert Heilman
Fred & Melba Foreman

In Memory of Merton Sowerby

Sharon Montgomery
Fred Hendricks
Herbert Hobler
David Kjome
Robert Heilman
Don Seipt
Charles & Dawn Kiechele
Arthur Nesbitt
Mary Hobler Hyson
Cynthia Warner
Klussendorf Association
Ray Orisio
Maurice Core
Paul & Sherry Meyer
Janet Gottula
James & Alice Fish
Stuart & Emily Rowe
Jason & Donna Myers
Fred & Melba Foreman
Phebe Wilson

Donations for Scholarship Funds

Keith Engel
Silka Von Dyck
Maggie Murphy

In Memory of Don Voelker

Robert Heilman
Fred & Melba Foreman

In Memory of Richard Keene

Don Seipt
Doug & Linda Hodorff

To Honor Maurice Core

Stuart & Emily Rowe

To Honor Brian & Terri Knox

Corey Geiger

NATIONAL DAIRY SHRINE

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National Dairy Shrine – Important Dates

March 15, 2015 – 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, 2015 – 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 1, 2015 – Annual meeting, Reception and Awards Banquet in Madison, WI

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