

# NATIONAL DAIRY SHRINE

## THE CHRONICLE

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

### A Note from the President

Thank you to each and every National Dairy Shrine member for your support and interest in our great organization. This support was on full display at the World Dairy Expo at our annual banquet as we honored outstanding contributors to the dairy industry. It was noteworthy that our honorees ranged in time frame from the late 1800's with Dr. Charles Plumb to the present with our student scholarship winners. The inspiring and meaningful words spoken by our honorees provide motivation and enthusiasm



*President Oliver*

to continue the work of National Dairy Shrine! The unselfish and generous contributions of our many sponsors and membership enable NDS to function. Almost 200 members serve on various committees throughout the year. For example, our award selection committees represent all areas of the country and ensure fairness in selecting worthy recipients. Their task is often daunting with large numbers of outstanding nominees for some honors, and the balloting is almost always very close. The quality of our recipients is the best indicator of the time and effort put in by these judges.

I am very humbled to be serving as President for the upcoming year and have a very tough act

to follow. Erick Metzger provided great leadership to the group during his term and helped usher NDS into the world of social media. He moved our group confidently into the next phases of our museum renovations, and he continues to place the best interests of our organization as top priority. Thank you, Erick, for your excellent judgment and guidance. Another special thanks must go to Dr. David Selner, our Executive Director. He provides tireless effort and enthusiasm in promoting NDS programs and in

our day-to-day operations. His vision and work ethic have combined to enhance the image of National Dairy Shrine and have allowed our group to reach new audiences. Thank you, Dr. Selner, for all of your hard work and selfless commitment.

If you have not recently had the opportunity to visit the National Dairy Shrine Museum in Fort Atkinson, now is a great time to head there. The changes over the past year are impressive! The NDS Museum Committee developed a plan to remodel exhibits and make them more accessible, and generous contributions to the museum renovation campaign allowed these plans to go forward. The Klussendorf Memorial Award Trophy is now prominently featured in its own display area. Likewise, major judging team awards and trophies have their own exhibition space. The Joe Eves room remains an integral part of museum, and many judging team members love looking at the photographs of previous winners of the National 4-H and Intercollegiate Judging Contests found in notebooks there. Another nice change was updating the narration for the museum tour

to focus on modern production practices that result in safe, wholesome dairy products. As always, a highlight of the museum is the historical display of U.S. national show Grand Champion cows for each of the seven recognized PDCA breeds.

At the board meetings in Madison, directors approved a one-year change of location for the 2013 banquet. Next year's event will be in Harrisburg, PA, in conjunction with the 50th anniversary celebration of the All-American Dairy Show. This opportunity will allow members of Dairy Shrine who sometimes cannot attend the banquet in Madison to celebrate the achievements of our award winners in a different venue. Make plans now to attend this celebration in Harrisburg on Monday, September 9, 2013!

I have learned that it is easy to fall in love with National Dairy Shrine "all over again." We are a dynamic, changing organization that still honors the original principles of preserving our dairy heritage and keeping the industry strong. Over the past few years displays have evolved from physical rooms at the Museum to links on the internet through the NDS website and other avenues. We want every member to stay connected with National Dairy Shrine. Recently NDS leadership established a social media committee that maintains our Facebook presence. To date almost 400 people have "Liked" the National Dairy Shrine page. If you have a Facebook account, I would encourage you to join that list and become engaged with NDS. Along with Facebook, several NDS videos have been posted to YouTube. If you search on YouTube for National Dairy Shrine, you can see this year's award winners, new museum exhibits, and other content. It is easy to enjoy all of the great history and inspiration found in just a few clicks. Please take the time and become reacquainted with our past, present, and future--it is a great chronicle of the dairy industry's success and evolution. Thank you again for your support and numerous contributions to our organization.

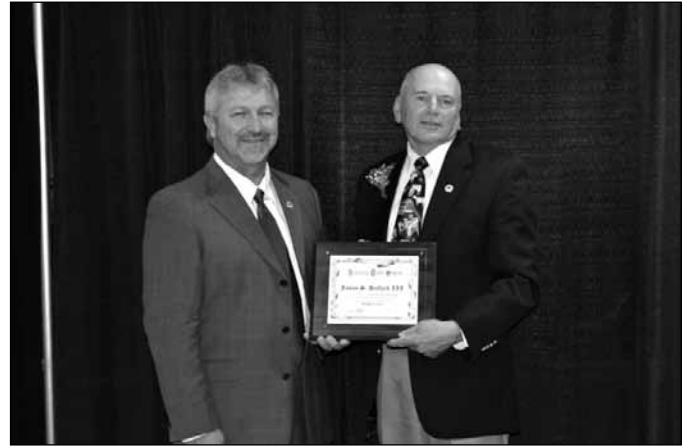


*National Dairy Shrine brings together dairy producers, scientists, students, educators, marketers and others who share a desire to preserve our dairy heritage and keep the dairy industry strong. Founded in 1949 by a small group of visionary dairy leaders, National Dairy Shrine now has over 17,000 members encompassing virtually every facet of the industry.*

# NATIONAL DAIRY SHRINE



*Guest of Honor - David Galton*



*Distinguished Breeder Winner - Neal Smith (presenter),  
James Huffard*



*Pioneer Recipient - Charles Plumb Family*



*Pioneer Recipient - James Baird & Family*



*Pioneer Recipient - Opperman Family*



*Pioneer Recipient - Don Seipt & Family*



*Pioneer Recipient - Francis Eustis Family*



*Graduate Dairy Production - Seth Kobler and Jenny Mills with Diesel and Katy Hitt*



*Progressive Dairy Producer - Todd Galton with Katharine Knowlton*



*Progressive Dairy Producers - Matt & Katie Stoll with Katharine Knowlton*



*Klussendorf & McKown Scholarships - Corey Geiger, Abbey Wethal, Ariel Waldeck, Jacob Achen, Nathan Ulmer, Corbin Wood, Tyler Boyd and Jessica Hammerand*



*Maurice Core Scholarship - Michael Schmitt, Mary Creek*

# NATIONAL DAIRY SHRINE



*Student Recognition Winners - Emily Ullerich, Tera Koebel, Carissa Levash, Laura Gordon, Philip Bachman, Paul Lippert, Leah Henkes, Elizabeth Olson, Danielle Brown*



*NDS/DMI Milk Marketing Scholarships - Fred Hendricks, Abbey Wethal, April Johnson, Jacob Achen, Hannah Bachman, Theresa Twohey, Stephanie Kasper, Rita Kennedy & Steve Maddox*



*Iager Scholarship - Benjamin Julka with Coleen Jones*



*McCullough Scholarships - James Krahn, Mikayla Congrad, and Emily Selner*



*Kildee Scholarship - Roger Neitzel, Laura Gordon and Abigail Wirt*



*Roger Borgwardt and Doug Wilson*



*Dr. Dale Bauman and Joe Domecq*



*Dan Meihak and Ken Crandall*



*Kevin Stiles and Earl Kebrmeyer*



*The Banquet Hall*



*Larry Tande and Dr. Les Hansen*



*Mert Sowerby and Richard Chichester*

# NATIONAL DAIRY SHRINE

## National Dairy Shrine Improves Dairy Exhibits

The National Dairy Shrine Museum in Fort Atkinson, Wis., announces the installation of a new farm diorama in its multi-media dairy display. The new diorama captures the essence of a modern dairy farm. The National Dairy Shrine Museum Committee chose the Hoard's Dairyman Farm as the model for the display. The new diorama includes scaled replicas of the Hoard's Dairyman Farm milking parlor, free stalls, calf hutches, tractors and other equipment.



The multi-media display is a self-guided look at the development of dairy farms & the history of milk production in the United States, the health benefits of milk & milk products, the opportunities for young people in the dairy industry and the development of greener dairy farms for the future.

New displays were also created to inform the public about the various dairy breeds, the National Dairy Shows and the Klussendorf Award as well as dairy youth competitions and trophies. All of this is part of a larger renovation effort to improve the educational displays and opportunities for the thousands of visitors to the National Dairy Shrine Museum.

Look for more new developments coming in the next several months.

The National Dairy Shrine Museum and the Hoard Historical Museum are located at 401 Whitewater Avenue in Fort Atkinson. They are open Tuesdays through Saturdays between 9:30 and 4:30. There is no admission fee; cash donations are gratefully accepted. For more information, call 920-563-7769.



## National Dairy Shrine Announces 4-E Award to Denier

From time to time, the National Dairy Shrine honors outstanding volunteers with the 4-E Award. This honor is bestowed on those individuals who have made special contributions to National Dairy Shrine and exemplify Extra Energy, Effort, Enthusiasm, and Exuberant leadership for the organization. Honorees are recognized on a special plaque in the Joe Eves Library at the National Dairy Shrine Museum in Fort Atkinson, Wisconsin. At the 63rd annual meeting Richard Denier of Carmel, California was recognized as the ninth winner of National Dairy Shrine's 4-E Award.

Rich has stepped up to the plate numerous times to assist National Dairy Shrine. Most recently he has been part of the NDS fund raising committee to help with improvements to the NDS library and museum. He co-chaired the fund raising efforts to create the Maurice E. Core scholarship. Single handed he raised thousands of dollars to make this scholarship active in only one year. Denier served six years on the NDS board of directors. In 2001, Rich served as the 52nd president of National Dairy Shrine. During his tenure the amount given in scholarships increased greatly and the Progressive Producer award became a popular new award. Today, Denier is continuing his efforts to raise money for National Dairy Shrine.

In addition to his volunteer work with NDS, Denier has been a long-time leader of the international marketing of USA genetics at World Wide Sires. Rich is known around the world as a strong enthusiast and ambassador for the US dairyman. He was one of the true pioneers in the international genetics industry.

Richard Denier is another great example of the many dedicated volunteers who give unselfishly of their time and talents to better the dairy industry through their work at National Dairy Shrine. The National Dairy Shrine and its' 18,000 plus members sincerely thank the newest 4-E volunteer award winner Richard Denier!



## National Dairy Shrine Elects New President and Directors

At the 63rd annual meeting of the National Dairy Shrine, Dale Olver, Penn State University Professor from University Park, PA., was elected President of the organization. Meanwhile, Maggie Murphy, Projects Director for Southeast Milk from Summerfield, Florida, was chosen as president-elect. Elected to the executive committee along with Olver and Murphy were: Ken Crandall, Provo, UT; David Pierson, Lake City, MN.; Fred Hendricks, Bucyrus, OH.; and immediate past president Erick Metzger, Reynoldsburg, OH. The National Dairy Shrine board of directors consists of 21 members. This year, five new directors were elected to the board. They included Dan Bernick, Long Grove, IA.; Blaine Crosser, Marysville, OH.; Joe Domecq, East Lansing, MI.; Rebekah Mast, Turlock, CA.; and Gail Yeiser, Arnold, MD. During the past year, the organization also added 310 new members to bring the membership roles to 18,200 members from across the U.S. and Canada.

At the National Dairy Shrine's annual banquet, over \$48,000 in scholarships and awards were awarded to 40 outstanding young people. National Dairy Shrine Awards banquet was attended by over 300 dairy friends and relatives. The National Dairy Shrine board of directors approved the last major renovation for the museum the refurbishing the Joe Eves Library. If

you would like to contribute to the Joe Eves Library Fund, please mail a donation to National Dairy Shrine, David Selner, Executive Director, P.O. Box 725, Denmark, WI., 54208, call (920) 863-6333, e-mail; info@dairyshrine.org, or go to www.dairyshrine.org.



*The National Dairy Shrine Board includes, sitting in the front row: Joe Domecq, East Lansing, MI., Roger Neitzel, Beloit, WI., Ken Crandall, Provo, UT; Gail Yeiser, Arnold, MD., Executive Director David Selner, Denmark, WI., President Dale Olver, University Park, PA., past president Erick Metzger, Reynoldsburg, OH. The back row: Blaine Crosser, Marysville, OH., Dan Bernick, Long Grove, IA., Coleen Jones, Craigsville, VA., Jenny Mills, Canastota, NY., Stan Erwine, Overland Park, KS., Fred Hendricks, Bucyrus, OH., Alicia Lamb, Oakfield, NY., James Krahn, Portland, OR., David Pierson, Lake City MN., and Keith Engel, Madison, WI.. Missing from the photo are David Darr, Kansas City, MO., Nancy Feeney, Davenport, IA., Rebekah Mast, Turlock, CA. and Dr. Bob Rowe, Verona, WI.*

### NDS Corporate Sponsors

Dairy Management Inc.  
Dairy Farmers of America  
Elanco  
Lely USA  
ALLFLEX  
Hilmar Cheese  
Kraft Foods

### Banquet Sponsors

ABS Global  
COBA/Select Sires  
Cooperative resources International  
American Jersey Cattle Association  
Hoard's Dairyman  
Thompson Investment Management Inc  
Wisconsin Milk Marketing Board  
Select Sires  
Dairy Record Management Systems  
Swiss Valley Farms

Family Dairies USA  
Nasco International  
Charleston Orwig  
Virginia State Dairymen Association  
World Wide Sires  
Allegra Print & Imaging  
Tom Morris LTD  
Wisconsin Holstein Association  
Cornell University Dairy Department

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

### Donations for NDS Remodeling Fund

Jason Stephens  
Rick Daluge  
Silka Von Dyck  
Lloyd Ebersole Estate

### In Memory of Doug Maddox

Jason & Donna Myers  
Larry Jagers

### To Honor Ed Crotty for his Friendship

Maurice & Carol Core

### To Honor James Huffard

C.A. & Kirsten Russell

### To Honor Dr. David Galton

C.A. & Kirsten Russell

### In Memory of David Smokler

Robert Heilman

### In Memory of Allan Barr

Klussendorf Association

### In Memory of Edwin Fry

Robert Heilman

### In Memory of Harold Schmidt

Robert Heilman

### In Memory of J.J. Malnati

C.A. & Kirsten Russell

### In Memory of Dr Rainer Gruening

Hoards Dairyman

### In Memory of Donald Sherman

Bill Maness

# 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, 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](http://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](http://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.

**National Dairy Shrine**  
**PO Box 725**  
**Denmark, WI 54208**  
**info@dairyshrine.org**

