

# 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

It was a pleasure to hold this year's National Dairy Shrine annual activities – Awards Banquet, Annual Meeting and Board of Directors' Meeting – in Harrisburg as we joined the Pennsylvania All-American in celebrating its 50th anniversary. Our time in Pa. afforded us the opportunity to include East Coast members we don't see every year. They, along with all attending the banquet, saw the presentation of scholarships, awards and recognitions. Congratulations to all the winners and thank you for your contributions – past, present and future – to the dairy industry.

The Pennsylvania All-American had the welcome mat out and the banquet committee did an outstanding job. I know I am joined by all Dairy Shrine members in attendance in expressing sincere gratitude to our Executive Secretary, Dr. Dave Selner. The logistics of organizing these events from halfway across the country are challenging at best, but every part of this year's program was well orchestrated and appeared seamless. Thanks, Dave!



*President Murphy*

#### *Honored*

I am indeed honored to be named president of this organization, the caretaker of the dairy industry's history, and the organization that recognizes individuals who affect dairy's progress and supports youth education efforts.

#### *Excited*

Okay. This may not be a word usually associated with our organization. However, if you could have been a mouse

in the corner of the Board of Directors' meeting in September, you had to feel that things are changing. The make-up of the Board could not be better for the time. We have young members who don't hold with "Well, we've always done it this way" and are ready to initiate change for the better, and to keep us up with the times. They have already taken us into the Facebook generation, and then proceed to explain to us older folks that we need to move on, and add LinkedIn and Instagram. Balancing these young members, we have others who are experienced in how to accomplish goals for an organization, and see projects that have the potential to benefit NDS. These directors come from dairy farms, bullstuds, cooperatives, dairy promotion and more. They bring fresh ideas and avenues for the board to explore. Yes, it will be an exciting year.

#### *Challenging*

This organization that I so strongly believe

in has an image challenge. Years ago we were considered an elite group with connections only in the purebred sector. Gradually we gained recognition of our awards, scholarships, and the museum. Now is the time to build on that and move National Dairy Shrine into the spotlight.

How? For starters, let's wear that Dairy Shine pin when we attend dairy functions. Let it remind you to share how much Dairy Shrine does. Do your dairy friends know that we award over \$40,000 in scholarships each year? Do they understand that in addition to recognizing top cattle breeders, at this year's banquet we also recognized an individual instrumental in the freestall design used throughout the country and beyond? Did they see that in addition to recognizing the person who pioneered embryo exports, we also honored one who brought the breeds together with USDA for sire evaluations and the Red Book that affect commercial operations as well as registered ones? Do they know that our highest honor this year went to Robert Cropp, the Milk Marketing Expert, who analyzes and explains milk pricing for ALL dairymen? Let's share the facts.

#### *Relevance Awareness*

This year needs to be the time we demonstrate the relevance of National Dairy Shrine to our entire dairy industry. This organization runs on membership dues (the one-time lifetime \$50.00), donations, endowments. For those in dairy who don't know us, I'd like to be able to show them how far-reaching Dairy Shrine goes into all segments of the industry.

If you won a Dairy Shrine scholarship in the past, or if your son or daughter, cousin, friend

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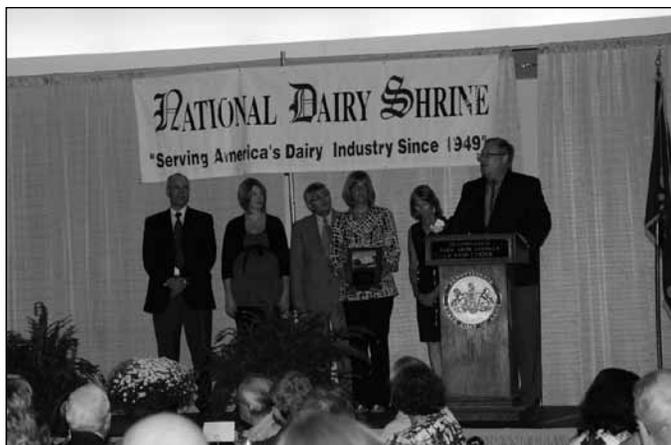
*National Dairy Shrine brings together producers, scientists, students, educators, processors, marketers, media specialists, consultants and others who share a desire to preserve our dairy heritage and keep the dairy industry strong. Founded in 1949 by a small group of visionary dairy leaders, National Dairy Shrine now has over 18,000 members encompassing every facet of the industry.*

## 2013 Banquet is a big Success

The Awards banquet and 50th Anniversary celebration of the All American Dairy Show was attended by 300 members and guests. The reception allowed many people to catch up with old acquaintances and make new contacts. Under the leadership of President Dale Olver the presentation of scholarships and the recognition of dairy industry leaders was well organized and appreciated by the audience. At the National Dairy Shrine's annual banquet, over \$48,000 in scholarships and awards were awarded to 37 outstanding young people. Many of the people at the banquet were attending their very first NDS banquet, so this was a great opportunity to reach out to even more dairy industry friends. In-coming President Maggie Murphy challenged the crowd to make sure that more people get nominated for the dairy industry recognition awards and that each person should try to sign up a new National Dairy Shrine member this year.

*A "SPECIAL THANK YOU" to the 2013 NDS Banquet Committee:* Judy & Charles Iager, Emily Yeiser, Gail & Rusty Yeiser, Mike & Mary Creek, Jessica Hernandez Armacost, and Larry Schwartz.

Next year's banquet will be held on Thursday October 2nd in Madison, Wisconsin. Plan to attend if you haven't been to a NDS banquet in awhile.



*A view from the podium at the banquet*



*Dale Olver with board retiree Roger Neitzel*

*Continued from page 1*

or acquaintance did, touch base with us and let us know your (or their) position. It may be as a dairy farmer, bullstudd Sire Procurement manager, editor of an industry publication, you may work in Milk Market Administrator's office, or you may be a farm loan officer or farm equipment dealership salesman.... You get the idea. Let's show the diversity of the people we've helped, in some small way, get where they are. I am confident we can show how Dairy Shrine is woven into the fabric throughout the dairy world. Just drop a quick note with your name, where you are, your job title and the scholarship you won to [info@dairyshrine.org](mailto:info@dairyshrine.org). We can compile and show that we are truly a universal dairy organization.

### *Your To-Do List*

Those who know me think I'm a little too good at giving orders. This time let's call them "To-Do List Suggestions:"

- VISIT the Dairy Shrine Museum. If you haven't been there for a while, you really need to see the changes.
- VISIT with our members and encourage them to get involved. They can start by attending the banquet next year. That's a long way off. If you file that in your mind, I promise to remind you later.
- VISIT with non-members and tell our story.
- VISIT with young people who could benefit from our scholarships next year and be sure they apply. Make a note to yourself in your computer calendar or on your phone so you don't forget when it's time to apply.
- Start thinking of nominees for our recognition awards next year – Progressive Producers, Pioneers, Distinguished Dairy Cattle Breeder and Guest of Honor. There are so many deserving individuals out there. While you're thinking of it, go ahead and start the application. They can always be updated. They won't win if they are not nominated.

I will close out this first President's report by thanking a couple guys.

To Dave Selner – Thanks for the great job in Harrisburg. Thanks for all the organization required for our awards process – the nominations, the judging committees, the press releases, the contacts and more. Thanks for guiding the museum oversight and improvements. None of us truly can fathom the hours you dedicate to it. And thanks for your competent business management.

To Dale Olver – for being a great example of a president who kept order while allowing thoughts and ideas to manifest, always keeping your cool demeanor. I cannot promise to be as level-headed as Dale, but I did try to watch and learn from him this past year.

Now let's get to work!



*Guest of Honor - Bette & Robert Cropp, George Shook*



*Distinguished Breeder - Berneta Gable & Blaine Crosser*



*Pioneer Recipients - Dr. Clarence Olson, Maurice Keene, David Heffering, Robert Heilman, Dr. William Bickert & Maggie Murphy*



*Graduate Dairy Production - Jenny Mills & Jeff Harding with Ryan & Jennifer Clark*



*Khussendorf & McKown Scholarships - Corey Geiger, Emilie Strand, Mary Elizabeth Foote, Hannah Bachman, Rocco Cunningham*



*Maurice Core Scholarship - Alicia Lamb, Mikayla Conrad, Shannon Rodeffer and Maurice Core*

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*Student Recognition Winners - Jacob Achen, Mandy Brazil, and David Pierson*



*McCullough Scholarships - Johanna Knorr and Dan Bernick*



*Iager Scholarship - Gail Yeiser with Leah Caverly*



*Kildee Scholarship - Carissa Doody, Mandy Brazil, Roger Neitzel*



*Cornerstone Winners - World Wide Sires - Natalie Sneller, Rebekah Mast, John Schouten Maggie Murphy, Joel Groskreutz, Blaine Crosser*



*Pennsylvania Dairy Princesses with Janet Harding Ruslavage*



*Jay Houser & Don Seipt*



*Charles & Judy Iager with Lindsey and Chuck Worden and John Meyer*



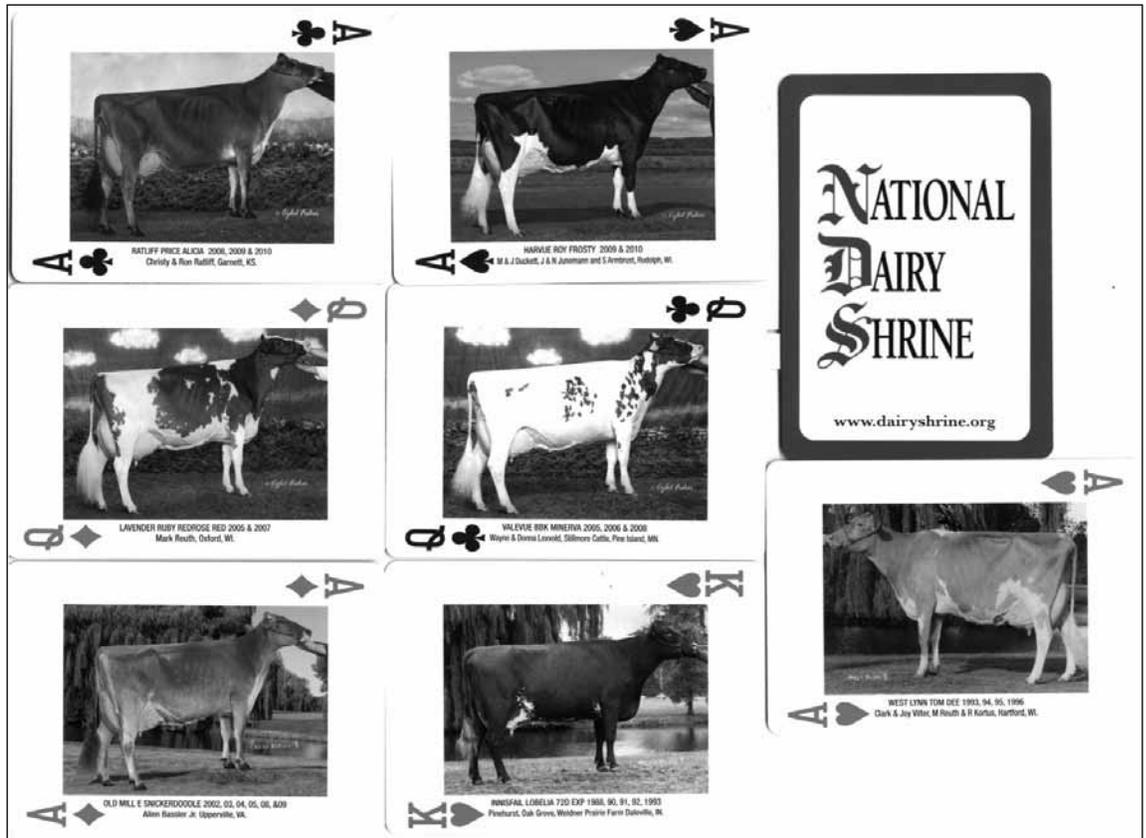
*George Grieg, Ben Junkin, Christine Grieg and James Sharp*



*Hannah Bachman & Rita Kennedy*

## Champion Cow Playing Cards

The National Dairy Shrine has created an updated version of the Champion Cow Playing Cards from 15 years ago. This new set is all in full color and features national show champions of all seven breeds of dairy cattle. This deck does not duplicate cows from the original set, which is out of stock and a collector item. These cards would make great presents for those hard to please cow lovers on your gift list. They would be great stocking stuffers as well. If you would like to purchase these cards go to the website and get an order form or buy online. When the current playing card inventory is sold out these unique cards could easily become another collectible item as well.



### NDS Corporate Sponsors

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### Banquet Sponsors

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Holstein Association USA  
Accelerated Genetics  
Select Sires

### New NDS Scholarship Opportunities

At the last board meeting the National Dairy Shrine directors voted to increase the scholarship opportunities for additional college students. Starting next spring 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 and the application acceptance period starts in March 2014.

## National Dairy Shrine Elects New President and Directors

At the 64th annual meeting of the National Dairy Shrine, Maggie Murphy, Projects Director for Southeast Milk, Summerfield, Florida was elected President of the organization. Meanwhile, Fred Hendricks, Sunshower Acres of Bucyrus, Ohio was chosen as president-elect. Elected to the executive committee along with Murphy and Hendricks were: Ken Crandall, Provo, UT; David Pierson, Lake City, MN.; Jenny Mills, Canastota, NY. and immediate past president Dale Olver, University Park, PA. The National Dairy Shrine board of directors includes Dan Bernick, Long Grove, IA.; Blaine Crosser, Marysville, OH.; David Darr, Kansas City, MO.; Joe Domecq, East Lansing, MI.; Keith Engle, Madison, WI.; Stan Erwine, Overland Park, KS.; Nancy Feeney, Davenport, IA.; Coleen Jones, Craigsville, VA.; James Krahn, Portland, OR.; Alicia Lamb, Oakfield, NY.; Rebekah Mast, Turlock, CA.; Bob Rowe, Verona, WI.; Gail Yeiser, Arnold, MD and the newly elected board member, Mike Brown of Glanbia Foods, Kenosha, WI.



*Outgoing President Olver with incoming President Murphy*

## Deceased Distinguished Dairy Cattle Breeders

Unfortunately this past summer we lost two of the National Dairy Shrine Distinguished Dairy Cattle Breeders. In 1990 the Guernsey Breeder Myron "Mike" Lancaster was honored and in 1995 the Jersey breeder John Palmer was honored as well joining the National Dairy Hall of Fame at that time. These two gentlemen were very well known and respected not only by their fellow breed friends but by dairymen from all over the country. Both will be sadly missed by family and friends. Their induction into the National Dairy Hall of Fame means that their achievements and influence on the dairy industry will always be remembered. The National Dairy Shrine mission is to make sure significant dairy leaders are never forgotten.

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

### *Donations for NDS Remodeling Fund*

Dale Olver  
Ray & Margaret Schooley

### *Donations for NDS Scholarship Funds*

Loren & Helen Zimmerman  
William Walsh

### *To Honor Maurice Core*

Kevin & Karen Stiles

### *To Honor Bernie Heisner in his Retirement*

Diedra Harkenrider  
Kim Perez  
Erick Metzger  
Joan & Tom Oberhaus  
Brenda & Keith Glover  
Janice Keene  
Scott & Nancy Armbrust  
Arlene Crosser

### *In Memory of R Peter Heffering*

Darrell Pidgeon  
Max & Marilyn Herzog

### *In Memory of Doug Maddox*

Darrell Pidgeon  
Ray & Peggy Orisio

### *In Memory of Elmer Paper*

Darrell Pidgeon

### *In Memory of Myron Lancaster*

Merton Sowerby  
Northwest Dairy Association  
Delta Jeanne Grote  
Jimmie Rough  
Thomas & Elaine Griswold  
David & Sue Kjome  
Doug Wilson  
Clark & Joy Vilter  
Jack Albright  
Patrick & Marilyn Simpson  
Scottie & Mary Payne  
Ray & Peggy Orisio  
Tamara Boyd  
Klussendorf Association  
Pam Bolin  
Darryl & Judy VanderHaak  
Daniel & Nancy Brubaker  
Semiahoo Resort Association

### *In Memory of David Younger*

Darrell Pidgeon

### *In Memory of Ray "Jake" Imig*

Darrell Pidgeon

### *In Memory of Gwen Wilson*

Ray & Peggy Orisio

### *In Memory of David Dickson*

Jack Albright

### *In Memory of Harmon Toone*

Jack Albright

### *In Memory of Roland McGurer*

Jack Albright

### *In Memory of Jim Pappas*

Jack Albright

### *In Memory of Sterling Gillingham*

Don & Trudy Solberg

### *In Memory of Melvin Heisner*

Dan & Connie Hornickle

### *In Memory of L.H. "Bud" Schultz*

Paul Wiley

### *In Memory of Carol Core*

Mr. & Mrs. Robert Wulfkuhle  
Carl & Norma Zurborg  
Kevin & Karen Stiles  
Arlene Crosser

### *In Memory of Mike Rakes*

Blaine Crosser  
Kevin & Karen Stiles

### *In Memory of Morris Ewing*

David Selner

# NATIONAL DAIRY SHRINE

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## National Dairy Shrine – Important Dates

**March 15, 2014** – 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, 2014** – 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.

**October 2, 2014** – Annual meeting, Reception and Awards Banquet at World Dairy Expo

**National Dairy Shrine**  
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