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THE CHRONICLE

NEWS FOR MEMBERS OF NATIONAL DAIRY SHRINE

The President's Message

By John Meyer, President, National Dairy Shrine

At last winter's National Dairy Shrine's Executive Committee meeting in Ohio, we reviewed how well the organization is doing in accomplishing the stated goals of National Dairy Shrine which are to 1) recognize today's dairy leaders, 2) honor great dairy leaders of the past, 3) inspire dairy leaders of the future 4) record the history of the dairy industry and 5) promote the dairy industry. After a good discussion, we concluded that the objectives are being met quite well.

Considerable conversation revolved around the topic of the possibility of additional updates at National Dairy Shrine's permanent home in Fort Atkinson, Wisconsin. You may recall that the excellent audio/visual portion of the permanent home has been updated within the last year; and the possibility of further enhancements in the basement will be discussed at the Board of Directors meeting during World Dairy Expo in Madison, Wisconsin. Let me know if you think additional improvements should be made prior to the Board meeting.

Many thanks to all committee members who have given of their time to the betterment of National Dairy Shrine. Additionally, I want to thank the Board of Directors, and Bernie

Heisner, Jana Crossgrove, and Julie Ziegler at COBA-Select Sires where National Dairy Shrine's office is located, and Charlene Nardone, who assists our capable leader, Maurice Core, for all they did to keep things running smoothly while Maury faced some health challenges this year. It is a pleasure to report that Maury has recuperated and is now doing well.

I hope to see many of you at the Annual Meeting of National Dairy Shrine which will be held at 4:00 p.m. on Thursday, September 30th, in Madison, Wisconsin during World Dairy Expo, and at the Annual Awards Banquet in Madison that evening. As you can see in this issue of

The Chronicle, we have some excellent award winners who will be honored.

It has been an honor to serve as President of this prestigious organization, and I thank you for giving me this opportunity and privilege.



Guest of Honor Recipient

While likely intended as sage advice to his students, the following Ben McDaniel observation is an apt description of his own 40-year career. "If you want to help figure out what needs to be improved about the dairy cow, it will take your entire career." The many contributions of Benjamin T. McDaniel to the dairy industry will be recognized Thursday, September 30, 2004, when he will be the Guest of Honor at the National Dairy Shrine banquet in Madison, Wisconsin.

The Guest of Honor recognition is the highest award that the National Dairy Shrine can bestow and is one of the most prestigious in the dairy industry. Presented since 1949, it is given annually to a contemporary leader for outstanding accomplishments and contributions to the dairy industry.

An insightful researcher and inspirational teacher, Dr. McDaniel's work at NC State has helped shape the modern dairy cow and also impacted every facet of the dairy industry.

Dr. McDaniel's practical approach leads to research that can be readily applied to improve dairy profitability. "Dr. Ben brings a very grassroots approach to dairy research," says Dr. Dennis Funk, Chief Genetics Officer of ABS Global, Inc. "He examines dairy genetics issues from the perspective of dairy producers who earn their living from dairy cows."

His most significant contributions came in dairy genetics and animal breeding. "Probably the single most important technology that has led to the large amounts of milk produced by our national dairy herd of today was that of identifying superior breeding stock," says R.D. Plowman, retired former Head of the USDA Dairy Cattle Research Branch. "Ben was a large part of developing that technology."

Dr. McDaniel was the primary mover for implementing the sire evaluation schemes for USDA and was instrumental in the development of national genetic evaluations for the traditional production traits. He also used contemporary comparisons for sire evaluation and the use of later lactations in genetic evaluation models when computing technology was a limiting factor. "Further, Dr. McDaniel led much of the

foundational work on the genetics of feet and leg problems through close collaborations with colleagues in Europe," comments Dennis Funk, "because at the time, the interest in feet and leg traits for U.S. dairy cattle was low. Today, these three issues, udder health, reproduction, and feet and legs, are at the top of nearly every dairy owner's genetic wish list."

"He was a pioneering advocate for attention to quantitatively evaluated functional type characteristics and health and fitness traits during a period when production dominated dairy cattle breeding," notes former student Dr. Roger L. McCraw, North Carolina State University.

During a research career that has spanned over 40 years, Dr. McDaniel has authored or coauthored more than 150 publications. His first was a collaboration with his mentor and advisor, Dr. James Edward Legates, a 2004 National Dairy Shrine Pioneer honoree. "Dr. Ben has always stressed collaboration," adds former student, Dr. Gary Rogers, University of Tennessee. "His willingness to work alongside students in a co-learning experience is unique and highly successful."

Under Dr. McDaniel's direction, 20 students have completed the Ph.D, and 20 more the M.S. degree in dairy cattle breeding. The students are not only directing the work of A.I. organizations, leading several breed associations, and developing new dairy research, they have also returned to the farm to apply the knowledge they gained from Dr. McDaniel.

Many of these students are now breaking new ground in dairy research. This list includes Gary Rogers and his work with Expected Net Revenue and effective use of physical traits in selection; Marj Faust and her heifer growth research while at Iowa State University; the cutting-edge work of

Gretel Dentine at the University of Wisconsin in combining traditional approaches to animal genetics with advances in molecular genetics; the University of Minnesota's Tony Seykora's recent crossbreeding experiments; the frequent *Hoard's Dairyman* articles written by Bennet Cassell at Virginia Tech; and John Clay's development of national and international benchmarks of bull

fertility and national programs such as PCDART. These are a mere fraction of the contributions that Dr. McDaniel's students have made.

"The bottom line is that Dr. Ben helped instill in us the desire to learn and keep on learning," says Clay, director of Dairy Records Management Systems (DRMS). "And, he instilled the desire to contribute to the dairy industry by teaching

others."

In 1985, Dr. McDaniel's efforts were recognized as he received the J.L. Lush Animal Breeding Research Award from the American Dairy Science Association. He has also been awarded the National Association of Animal Breeders Research Award and the USDA Distinguished Service Award.

Dr. McDaniel began his lifelong interest in the dairy industry on his family dairy farm in South Carolina. After obtaining degrees from Clemson College (1957) and the University of Maryland (1960), he earned a Ph.D. in Animal Breeding and Genetics at North Carolina State University (1964). He was the Principal Investigator for Dairy Sire Evaluation at the USDA Animal Improvement Programs Laboratory for eight years starting in 1964. In 1972, he was hired as a Professor of Animal Science and Genetics by North Carolina State University.

In 2003, Dr. McDaniel retired from North Carolina State. He and his wife, Sue Ellen, continue to reside in North Carolina. They have a son Ted, and a daughter, Ruth, both living in North Carolina.



Distinguished Dairy Cattle Breeder

Maryland dairy producers Charles and Eugene Iager have been selected to receive the Distinguished Dairy Cattle Breeder Award for 2004 from the National Dairy Shrine. The honor will be presented at the organization's annual banquet at World Dairy Expo in Madison, WI., on September 30.

Brothers Charles and Eugene Iager are the fourth generation of their family to operate Maple-Lawn Farms, Inc., Fulton, MD. The diversified operation currently encompasses a herd of 400 Registered Holsteins, a 20,000 fresh turkey retail operation, and 1,000 tillable acres.

The dairy herd is 93 percent homebred, carrying the respected MD-Maple-Lawn prefix that has been attached to many All-American and Junior All-American nominees. Most recently, MD-Maple-Lawn Leduc Rosie-O (VG-89) was Reserve Intermediate Champion at the World Dairy Expo International Holstein Show and All-American Senior 2-Year-Old in 2003. Also among the notable Maple-Lawn-bred cattle is MD-Maple-Lawn Marquis Glamour (3E-96), who was All-American 4-Year-Old in 1971 who sold at public auction in 1973 for \$74,000, the second highest price paid for any Holstein in North America at that time. The calf she carried, Allendairy Glamorous Ivy (3E-96), became the breed's first cow to sell for over a million dollars, topping the Pearmont Farm Dispersal at \$1,025,000 in 1983. At the time, Ivy's son Leadfield Columbus-ET was the highest ranked milk bull of the breed.

The Iagers have received the Holstein Association's Progressive Breeder Registry (PBR) award 33 times, more than any other Maryland breeder. They've bred 22 Gold Medal Dams and

had nine sires enter active AI service. A total of 378 cows have surpassed production milestones of 100,000 lbs. milk and/or 4,000 lbs. fat and or 3,000 lbs. protein. The current herd has a BAA of 105.4 percent and rolling herd average of 20,676M, 811F and 633P.

managing the herd, breeding, feeding, milking and husbandry serve as a goal for most dairy producers."

Located mid-way between Washington DC and Baltimore, MD, the Iagers are in a prime location to be ambassadors for the dairy industry and they take this responsibility seriously.

The beautiful, modern and efficient dairy operation annually hosts judging teams, college dairy management students, political leaders and foreign dignitaries.

The Iagers have taken on leadership roles in a number of



Charles Iager, left
Eugene Iager, right



Each year, the Iagers roll out an impressive show string, exhibiting at local, state, regional and national shows, often capturing Premier Breeder and/or Exhibitor honors, along with blue ribbons. This exposure, together with contract advertising programs in *Holstein World*, *Southeastern Holstein News*, and *Maryland Holstein Annual*, have helped build a strong merchandising program that provides 20 percent of the total farm income. An aggressive embryo transfer program is required to fill demand for their genetics in the U.S., as well as Europe and Japan.

Outstanding dairy herd management and husbandry basics are essential for any breeding program to express the genetic potential it strives. At Maple Lawn, these basics are attended to by members of the Iager family, including Charles and Eugene, their wives, Judy and Kathy, and their children and grandchildren – the fifth and sixth generations to be involved in the 150-year-old farm.

"The Iagers are the epitome of dairy farming success, as a business, family tradition and way of life," writes Thomas T. Mercurio, D.V.M., Hagerstown, MD. "Their dairy business principles of

agricultural, dairy, civic and church organizations. Anxious to share their love of dairying and breeding with younger generations, Iagers have been strong supporters of youth programs, giving of their time as 4-H and youth leaders, and financially through scholarships and sponsorship of youth programs available through the Holstein Foundation, National Dairy Shrine and 4-H.

"What really separates the Iagers from many other outstanding dairy cattle breeders are their leadership qualities, work ethic, and generosity and support of the dairy industry, especially youth programs," writes J. Lee Majeskie, Extension Dairy Specialist, University of Maryland.

The Distinguished Dairy Cattle Breeder Award has been presented since 1973 by National Dairy Shrine to 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 their contemporaries throughout the nation. The Iagers' portrait will be added to those of previous winners at the Visitors' Center and Museum in Fort Atkinson, WI.

Four Honored

Four men who influenced milk pricing, research, genetic development, and the next generation of dairy producers and leaders will be recognized for their contributions with the Pioneer Award. The 2004 Pioneers are Obie Snider, James Edward Legates, Charles L. Norton, and Guy M. Crews, all deceased.

Obie Snider

Success is a journey not a destination. Obie Snider, a man not made successful by one specific accomplishment but a lifetime of dedication to the dairy industry, certainly exemplifies this statement.

“He will long be remembered as a national model for public service to his community, church, agriculture, dairying at every level, and public education,” says former colleague Tom Lyon, retired CEO of Cooperative Resources International (CRI).

A 1950 graduate of the Pennsylvania State University, Snider purchased a run-down farm in 1951 and developed it into Singing Brook Farm, 1,200 acres and over 400 head of registered Holsteins. Singing Brook became well known for its genetic successes, placing over 60 bulls in stud programs and breeding three Grand Champion Females at the Pennsylvania State Holstein Show.

Soon after becoming involved in the Holstein industry, Snider gained recognition for his leadership ability on



Obie Snider
Lifetime of Dedication
to the Dairy Industry

the local, state, and national levels. In 1962, Snider was elected President of the Holstein-Friesian Association of America (HFA).

When the Holstein Foundation was established in 1990, Snider became one of the first trustees. He later served as Foundation Secretary and was named President in 1995. Snider was also the President of the Pennsylvania All-American Dairy Show from 1971 until his death in 2003. The show experienced tremendous growth, due in large part to Snider’s leadership and vision.

Well-known for his community service and philanthropy, Snider was a major donor and chair of the funding committee for the \$2 million agriculture arena at Penn State, now named Snider Arena. Snider served on the university’s Board of Trustees for over 20 years and was the first agriculturalist to serve as the Chairman of the Board in more than a century.

James Edward Legates

“Gifted teacher and researcher,” “scientist,” “model and mentor” were a few of the words used by nominators to describe James Edward Legates, former Professor of Animal Breeding and Dean of the School of Agriculture at North Carolina State University.

A Delaware native with degrees from both the University of Delaware and Iowa State University, Dr. Legates studied animal breeding under the direction of Dr. J.L. Lush and was at the forefront of both A.I. progeny testing and the measurement of genetic changes due to selection.

His earliest work included pioneering a young sire-testing scheme using the herd-mate comparison method. As a result, he developed one of the first well-designed progeny testing programs in the United States as an advisor to American Breeders Service.

While at North Carolina State, Dr. Legates also evaluated the genetic and environmental components of additional yield traits, mastitis resistance, reproductive traits, and conformation traits.

As a result of his research, Dr. Legates became a Genetics Advisor for the Holstein Association of America. In 1974 was elected President of the American



James Edward Legates
Forefront of Dairy Research

Dairy Science Association and was awarded the Borden Award, the highest research award given by ADSA.

“Dr. Legates was a very dynamic person,” notes Ken Butcher, Professor Emeritus at North Carolina State University. “He was always seeking to improve the efficiency of the dairy cow for the benefit of dairy farmers.”

However, Legates’ true legacy is his former students who have made an impact on the dairy industry through their research, teaching, and service. This list includes Dr. Charles Young, University of Minnesota; Dr. Ben McDaniel, North Carolina State University; Dr. Robert Miller, USDA Agriculture Research Service; Dr. Ken Butcher, North Carolina State University and Dairy Records Management System; and Dr. Edward (Ted) Burnside, University of Guelph.

After his retirement as Dean of the School of Agriculture at North Carolina State, Dr. Legates was able to apply his vast research knowledge on his own farm. “Ed started his own dairy farm in North Carolina which he personally managed and operated,” says former colleague Dr. Robert Walton. “I know that brought him great satisfaction in his twilight years as he was always very close to the applied aspects of dairy cattle breeding and production.”

Charles L. Norton

“He tirelessly supported the efforts of the dairy industry and was a friend to all facets of it – ranging from producers to

processors, from nutrition to genetics,” says Keith Heikes, Vice President of International Programs at Cooperative Resources International, of his former professor, Dr. Charles L. Norton.

Norton, an Illinois native, earned a B.S. from the University of Illinois before completing a Ph.D. in animal husbandry at Cornell University in 1944. He then embarked on his widely recognized teaching career as an instructor at Cornell, eventually moving on to become the head of the Dairy Science Departments at the University of Rhode Island, Oklahoma State University, and Kansas State University.

An extension specialist, Dr. Norton spent countless hours on farms serving producers. Dr. Curtis Richardson, Professor and Extension Specialist Emeritus at Oklahoma State University notes, “Dr. Norton worked hard to get acquainted with dairy farm families and meet their educational needs.”

As an instructor, Dr. Norton changed the lives of many and helped shape the future of the dairy industry. “He had a true interest in each student in his class and was interested in their success as a future citizen,” added Dr. Curtis Richardson.

When Dr. Norton arrived at Oklahoma State in 1950, he had little judging experience. Even so he worked to improve his skills in order to better coach the Oklahoma State dairy judging team. As a result, he became a national and



Charles Norton
Teacher, Coach,
Industry Supporter

international judge of all dairy breeds. Keith Heikes notes, “As a well-known judging team coach, Dr. Norton opened up the world to many of his students and gave them the opportunity to broaden their knowledge not only of the dairy industry, but of life in general.”

Dr. Norton was also a strong supporter of the National Dairy Shrine. “Dr. Norton served as the President of the Dairy Shrine and personally purchased the membership for all of his judging team students,” says Heikes.

Dr. Robert E. Walton summarized, “Dr. Charles Norton was a superb teacher and administrator, a great spokesman for the industry, a perfect gentleman, and a positive factor in the lives of many in the dairy industry.”

Guy M. Crews

“There are many people who have served the dairy industry and served it well, but Guy Crews took on the big issue – equitable pricing of milk to the producer,” says Iowa dairyman G. Joe Lyon. “This has to be one of the major tasks that needed fixing. Guy got it done.”

A veterinarian by training, Guy M. Crews became a career professional in milk marketing. Starting at Sealtest Dairies in 1946, Dr. Crews helped numerous dairy farmers gain financing, purchase their cattle, and get Grade A Status. Later on, Dr. Crews worked with Federal orders, state milk control boards, and negotiated buying plans for the company’s operations.

In 1962, Dr. Crews was hired by National All-Jersey Inc., the milk marketing arm of the American Jersey Cattle Association (AJCA). Calvin Covington, former CEO of the AJCA notes, “For over 30 years, Guy developed the All-Jersey® fluid milk program into a successful national program. All-Jersey® added millions of dollars to the milk checks of Jersey dairy farmers and provided independent milk processors a differentiated product that increased their sales and kept many in business.”

Working with Carl Zurborg of Mississippi Valley Milk Producers Association (now Swiss Valley Farms), Dr. Crews was a pioneer in developing the multiple component pricing (MCP)



Guy M. Crews
Multiple Component Pricing
Advocate

approach now used nationwide. He helped formulate Project Equity in 1976, a grassroots movement to change the way milk is priced so that all producers, no matter what breed of cow they milked, they would receive equitable payment for the nutritional content of their milk. G. Joe Lyon comments, “Dairymen were being paid by a very archaic system in place – water and fat. Protein pricing, component pricing, and cheese yield pricing were just some of the names used for the new system that brought an equitable pricing system into use. Guy Crews had a big hand in this change.”

“It was Guy Crews who had the vision and foresight to see the growth of the cheese industry in this country,” Calvin Covington adds. “He saw that milk pricing needed to be changed in accordance with the cheese industry growth,” Covington concludes.

Although Crews passed away in 1999, his impact on the dairy industry is still seen and recognized. In 2001, National All-Jersey Inc. recognized him as one of only four Pioneers of that landmark initiative on the twenty-fifth anniversary of Project Equity. Covington concludes, “Be they dairy farmers of all breeds, milk processors or manufacturers, dairy cooperative staff, university faculty, fellow employees, or staff at other breed associations, all are still benefiting from the knowledge shared by Guy Crews.”

Progressive Dairy Producers

Jonathan Lamb of Clarkfield, N.Y. is the winner of the National Dairy Shrine's Progressive Dairy Producer's Award for a large herd operation. He will be recognized at the National Dairy Shrine's banquet, held September 30 at World Dairy Expo in Madison, Wisconsin.

Jonathan and his family own and operate Lamb's Farms, Inc. which boasts 4200 milking Holsteins, of which 40 percent are 2-year-olds. Heifers number 3500.

Jonathan is a 1994 graduate of Cornell University, where he received his bachelor's of science degree. "I was born and raised on a dairy farm," commented Jonathan. "Dairy farming has been in my family for many generations. I desired a career in dairy farming beginning at a young age. After completing college, I managed a dairy farm in central Florida. I then returned home to the family dairy farm in 1997, and since then have been confident in my decision to choose a career in this field."

Employee management is the biggest and most important responsibility of my day," commented Jonathan. "I continue to take classes on employee management. I'm in charge of about half of our 90 employees, which is why it is important for me to keep a good level of communication with them. Employees who feel involved and have an input in decisions seem to be much happier and more content."

Lamb Farms, Inc. milks three times a day in a 60-stall rotary parlor on one farm and twin double 10-herringbone parlor on the other. The Dairy Coop 305 program is used to help generate information on their cattle. The rolling herd average reads: 24,810M, 921F, 736P; the somatic cell count average comes in at 170,000.

An accomplished breeder of dairy cattle, Jonathan was a Select/ Sire Power delegate and was on the Holstein Association USA Type Advisory Committee this past year.

Jonathan is well-respected among his fellow dairy producers and has served on many boards and committees. He was a

speaker at the Northeast Dairy Producer's Association Conference and has served as Nioga County Holstein Association president for two years.

Michael and Heather Iager of Rocky Ridge, MD are winners of National Dairy Shrine's Progressive Dairy Producer's Award, in the small



Jonathan Lamb

Michael, Heather Iager & Girls



herds division. They will be recognized for their achievements at the National Dairy Shrine banquet on September 30 at World Dairy Expo.

Michael and Heather, along with their two children, 5-year-old Shelby and 11-month old Katelyn, own and manage Bulldog Holsteins, which consists of 42 registered milking cows and 40 heifers.

Michael is part of a fifth generation of farmers who milked, bred and showed registered Holstein cattle. He and his wife began Bulldog Holsteins with cattle from his parent's Maple Lawn Farm that Michael had bred and owned, along with a few cows from reputable herds on the East Coast.

Bulldog Holsteins is a prime example of how production can co-exist with high profile show cows. With a herd average of 30,042 pounds of energy corrected milk

(ECM) for 37 cows in 2003, they were recognized for having the highest producing herd in Maryland among herds fewer than 90 head. Their current rolling herd average is 28,508M 1,070F 878P for twice daily milking.

While the Iagers manage to keep production increasing, the herd continues to also rise higher in type. In 2003 the Maryland Holstein Association honored the Iagers with the Outstanding Junior Breeder Award. Classified in May, the herd picked up three new Excellents, for a total of 13. Seven of the 13 Excellents are home bred. The herd boasts a BAA of 111.4, the highest among Maryland breeders.

The Iagers enjoy modern dairying and realize that economics dictate their bottom line. Therefore, they make an effort to include today's technology into their line or business. "Embryo transfers, artificial insemination, BST and fetal sexing are normal protocol for us now." "Only some breeders may need to fill bull contracts." Michael pointed out, "but most need heifers for merchandising and replacements like here on our farm." Having a veterinarian in the family has an impact on the herd and also builds a stronger community among fellow producers. "This small-size dairy has fine-tuned it's management skills so much to become more profitable." Explained Dr. Matt Iager.

Respected by his peers, Michael is an asset to the dairy industry through the organizations he actively plays a role in. Highlights for Michael are serving as a Maryland delegate at the 2001 National Holstein Convention in Iowa, serving on the Maryland Holstein Convention planning committee, being a member of county breed associations, various sale and show committees, a life member of the National Dairy Shrine and Maryland 4-H All-Stars. He has been a member of the Maryland and Virginia Milk Producers Cooperative for 16 years. He also plays a large part in giving back to youth programs by being a leader and role model.

2004 Kildee Scholarships

In its 55th year, three outstanding young women have been selected to receive the prestigious National Kildee Scholarship. Amy Iager of Fulton, Maryland and Kristen Myers of New Windsor, Maryland are the recipients of the \$3,000 Advanced Study Scholarships. Molly Florent of Marengo, Illinois is the recipient of the \$2,000 Undergraduate Study Scholarship.

In 1950, the National Dairy Shrine established the Kildee Scholarships in honor of H.H. Kildee, a long-time dean of Iowa State University's College of Agriculture. Dr. Kildee was an outstanding dairy cattle judge and a strong supporter of student judging programs.

Amy Iager is working towards her Masters degree in Cellular Reprogramming at Michigan State University. She graduated from Virginia Tech in 2002 with a degree in Dairy Science-Biotechnology and was the 2002 recipient of Virginia Tech's Outstanding Senior in the College of Agriculture and Life Sciences. Iager won an Honors Undergraduate Research award for her paper on "Production of transgenic mice for application with dairy cattle" and Independent Study Honors for her paper "Bioterrorism on the dairy farm." As a member of Virginia Tech's dairy cattle judging team in 2000, Iager placed in the top ten for oral reasons and was the high individual for Holsteins at the National Intercollegiate Dairy Cattle Judging Contest.

Iager wants to ensure that all progressive and safe technologies are readily available to the dairy industry. Iager's goals following her graduate studies are to continue in a career path promoting dairy and animal science in addition to animal agriculture in the political, societal and legislative arenas.

Kristen Myers is currently an underwriter for Farmer Mac, a secondary mortgage market for agricultural real estate loans. A 2002 Animal Science graduate of Cornell University, Myers participated in multiple internships and study-abroad

opportunities. She has visited California, England and Italy and spent a semester in New Zealand at Lincoln University. Myers was a Cornell Tradition



Amy Iager

Scholar and a member of Cornell's Dairy Fellowship program. She was also a National Holstein Distinguished Junior member.

In addition to her scholarly work, Myers is an accomplished judge. A member of the 2001 Cornell Judging team, she was second individual and third in reasons at the National Intercollegiate Dairy Judging contest.

A winner of the National Holstein Distinguished Junior Member award, Myers' goals are to pursue an MBA or a law degree to gain knowledge that benefit the dairy industry. Her long-range interests lie in applying an economic perspective to evaluate dairy industry issues such as BSE, rBGH, and the impact of bank mergers.

Molly Florent is a Dairy Science and Life Science Communications major at the University of Wisconsin-Madison. She is the 2004-2005 president of the Midwest American Dairy Science Association-student affiliate division. She was a McCullough scholarship winner and was



Kristen Myers



Molly Florent

the Wisconsin Agriculture and Life Sciences Alumni Associations

Outstanding Sophomore. She was also captain of the Illinois dairy bowl team that won the 2001 National contest in Cedar Rapids, Iowa.

Upon graduation, Florent's goals are to work as an extension dairy specialist. She desires to help producers gain necessary knowledge of opportunities that are available to help them maximize profitability. She also wants to encourage youth involvement to show them all the dairy industry has to offer. Florent feels the major challenges facing the dairy industry are corporate mergers, costly technology and environmental concerns. She hopes to help educate producers about better techniques to help aid in solving these problems.

Florent is also an accomplished judge of dairy cattle, placing sixth in the 2001 National 4-H Dairy Judging Contest. She was high individual and top for oral reasons at the 2003 Southern Intercollegiate Dairy Judging contest in Memphis, TN.

Official Call to the 2004 Annual Meeting

This is the official call for the 55th Annual Meeting of National Dairy Shrine (NDS). The meeting will convene at 4:00 p.m., Thursday, September 30 in the Madison Room, upper level of the exhibition hall on the World Dairy Expo grounds.

Members will elect the Board of Directors for the coming year. President John Meyer and Executive Director Maurice Core will report on activities of the past year, and the chairperson of the various committees will give their reports. President Elect Bonnie Burr will also report on her plans for the upcoming year.

All NDS members who are planning to be at World Dairy Expo on September 30 for the NDS Awards Banquet that evening are encouraged to attend the Annual Meeting as well.

2004 NDS Student Recognition Winners

Outstanding leadership skills, high academic ability and achievement and an innate interest in dairy cattle are the shared qualities of seven students from across the nation recently named as National Dairy Shrine (NDS) honorees. The NDS Student Recognition Program is highly regarded as one of the most prestigious recognition programs in the dairy industry. Each year the program recognizes top graduating seniors who are planning careers related to dairy production. All individuals recognized have earned this honor through tremendous work and dedication.

Highest honors this year go to Katherine Briggs, Turner, Maine. Briggs will be presented a \$1,500 cash award at the NDS awards banquet during World Dairy Expo. Receiving second place honors and a \$1,000 cash award is Kristan Noeldner, Loyal, Wisconsin. Those honored 3rd – 7th place and receiving a \$500 cash award are: Abby Anderson, Hutchinson, MN; Susie Vaughan, Penn Yan, NY; Dennis Bangart, Auburndale, WI; Denise Zygarlicke, Marshfield, WI; Kyle Sonnek, Foreston, MN.



More about the winners – 1st Place – **Katherine Briggs** is a 2004 graduate of California Polytechnic State University with degrees in Agribusiness and Dairy Science. While maintaining strong academics throughout her career Katherine has excelled on the judging circuit most notable being named as the 2003 high individual at the All-American contest along with placing 1st in reasons and taking home top honors with her teammates. She has also developed her leadership and lent her talents to numerous campus organizations, breed associations and club cattle sales.

In addition to being named this year's winner of the NDS Student Recognition Program, Katherine was the recipient of the 2003 Klussendorf Memorial Scholarship and was named the National Holstein Association Distinguished Junior Member in 2002. She has worked extensively as a professional cattle fitter on such operations as North Florida Holsteins, Brigeen Farms, Inc and in France at Penhoat-Cadol Holsteins. She has also interned with Cargill Animal Nutrition, Cal Poly Foundation Dairy and Select Sires.

Katherine's future plans include working within the industry in a professional role while developing her own herd and eventually returning to the home operation.



2nd Place – **Kristan Noeldner** is a 2004 graduate of University of Wisconsin-Madison with degrees in Dairy

Science and Agricultural and Applied Economics. She will travel to Argentina for a year to mate cows and train Argentineans in artificial insemination.



3rd Place – **Abby Anderson** is a 2004 graduate of the University of Minnesota – Twin Cities with a degree in Animal Sciences.

Her future plans include working within the industry as a consultant and complete her Master's degree in Dairy Science.



4th Place – **Susie Vaughan** graduated from Iowa State University this spring with a degree in Dairy Science. She plans

to go to vet school and receive her D.V.M. within the next six years after working on a large dairy operation in California this summer.



5th Place – **Dennis Bangart** is a 2004 graduate of the University of Wisconsin-River Falls with a degree in Dairy Science.

Dennis plans to work as a loan officer while helping the home herd transition to a different location. Long-term plans include building his own herd and becoming a co-owner of the home farm.



6th Place – **Denise Zygarlicke** was a 2003 graduate of the University of Wisconsin-Madison with a degree in Dairy

Science. She is currently working on her Masters at Madison in dairy cattle nutrition, focusing on the environmental impacts and minimization strategies.



7th Place – **Kyle Sonnek** is a graduate of the University of Minnesota – Twin Cities with a degree in Agricultural and

Food Business Management. He is working as an administrative manager within a national animal nutrition company.

2004 NDS/DMI Milk Marketing Scholarships

Six scholarships totaling \$6,500 have been awarded by National Dairy Shrine and Dairy Management Inc. to outstanding students who plan to pursue careers in dairy product marketing.

The top scholarship, totaling \$1,500, goes to Annie Whitehill, Latham, KS. Five \$1,000 scholarships will be awarded to Annie Haughian, Rice Lake, WI; Cassandra Kuball, Waterville, MN; Trent Olson, Lewiston, MN; Abby Huibregtse, Plymouth, WI; Andrew Sheehan, Rochester, MN.

Annie Whitehill is a junior at Kansas State University, where she carries a perfect 4.0 grade point average while pursuing a double major in agriculture communications and journalism and animal science, with a minor in leadership studies. Aside from her studies, Annie is active in the university's dairy science club, the Agricultural Communicators of Tomorrow and Ag Council.

Annie has participated in internships for the Kansas Dairy Association, the Kansas Dairy Commission and *Hoard's Dairyman* magazine. She's also active in the state and national Holstein Association, chairing the 2002-2004 National Junior Advisory Committee, and designing the Web site for the Kansas Junior Holstein Association.

Annie plans for a long career in dairy product marketing, with a goal to "promote change and improvements in the transformation of raw milk into tasty dairy products that consumers will enjoy as a result of increased quality and effective marketing strategies."

Annie Haughian, a junior at the University of Wisconsin-Madison, is majoring in dairy science and agricultural journalism. Annie is a member of the Association of Women in Agriculture, the Badger Dairy Club, the Badger Dairy Judging Team, and is a member of the National Agri-Marketing Association.

Annie is active in the Wisconsin Junior Holstein Association, where she was named the 2002 Wisconsin Outstanding Holstein Girl and is the current Wisconsin Holstein Junior Activities Financial Chairperson.

Working as a marketing assistant with

Semex USA, Annie has helped coordinate the trade show booths, maintained daughter records and assisted in development of proof marketing materials.

Cassandra Kuball is a junior at the University of Minnesota carrying a 3.8 grade point average majoring in agricultural industries and marketing. Prior to attending the University of Minnesota, Cassandra attended Iowa State University, where she was active in the dairy science club and agricultural education club. She continued her involvement after her transfer, participating in the Gopher Dairy Club, agricultural



Whitehill



Haughian



Kuball



Olson



Huibregtse



Sheehan

education club, College Republicans and the University of Minnesota Concert Band.

Cassandra credits a life-long involvement with dairy product marketing as her driving force for pursuing a career in the field. During the summer of 2003, Cassandra participated in an internship through the Midwest Dairy Association. Her responsibility was to market a product, culminating in a booth at the Iowa State Fair.

Trent Olson, a junior at the University of Minnesota, is majoring in animal science with an emphasis on dairy production. Trent is extremely active on campus as the treasurer of the Gopher Dairy Club, treasurer of Delta Theta Sigma, and member of the Undergraduate

Studies Committee for the Department of Animal Science. Off campus Trent is a board member for Minnesota Junior Holstein Association and college representative to the Minnesota Dairy Leaders Roundtable. His greatest honor came when he was selected the winner of the FFA 2002 National Dairy Production Entrepreneurship Award.

Trent has done well marketing the genetics from his herd, with four sires in waiting and a replacement heifer business.

Abby Huibregtse is a junior studying dairy science and life communications at the University of Wisconsin – Madison. She's active in the Badger Dairy Club, the Association of Women in Agriculture, and is a student ambassador to the College of Ag and Life Sciences. She's also active in the Saddle and Sirloin Club.

This summer Abby will coordinate the Wisconsin State Fair Moo Booth display. This is an interactive display geared toward promoting dairy products to children.

Abby looks forward to a long future in the dairy business. "With my passion for the industry, I want to promote the hard work dairy producers do every day, along with all of the people in the industry responsible for making high-quality dairy products."

Andrew Sheehan, a junior at the University of Minnesota, is majoring in Agricultural Industries and Marketing with an emphasis in dairy science. On campus Andrew is active in the Block and Bridle Club, the Gopher Dairy Club, the University of Minnesota Dairy Judging Team, an Ag Ambassador and in Alpha Gamma Rho. Andrew was also selected as the 2004 Minnesota Holstein Association Distinguished Junior Member.

Andrew sites his most influential dairy marketing experience as his coordination of the Adventures in Dairyland program through the Rochester Community Education Program.

Andrew states, "I want to become one of those people who will be providing service to the dairy industry whether in animal research, agricultural business and marketing, or as a dairy producer."

2004 McCullough Winners

National Dairy Shrine (NDS) announced the two winners of the Marshall E. McCullough scholarships for 2004. The scholarships are in memory of the well known Georgia nutrition researcher and educator, Dr. Marshall E. McCullough. The scholarships are awarded to incoming freshmen planning to major in dairy/animal science with a communication emphasis or in agricultural journalism with a dairy emphasis. One \$2,500 scholarship will go to the winner and one \$1,000 scholarship will go to the runner-up.

KATIE C. MASON, outstanding 4-H and FFA member from Chestertown, Maryland will receive the \$2,500 scholarship. Katie graduated from Kent County High School this spring ranking 5th out of a class of 171 students with a 3.98 GPA on a 4.0 scale. She has been accepted at Cornell

University and Penn State University in Animal Science. Her number one assignment this summer is to select which university she prefers, along with feeding the calves and heifers at her parents' 150-cow dairy. She is a member of the National Honor Society, has served as President, Secretary and Treasurer of her dairy club, officer of the Maryland Jersey

Princess. Frequently she has stated that one of her goals is to serve as Secretary of Agriculture in Maryland.

JUSTINE I. KELSEY, Canastota, New York was selected to receive the \$1,000 scholarship. She, too, is a great student with a 4.09 grade point average through high school, a member of the National

Honor Society and will attend Cornell University majoring in animal science. Very active and successful in 4-H, Justine exhibited the 3rd place Winter Yearling in the 2003 Grand National Junior Holstein Show, as a member of New York's 4-H Judging Team that ranked 2nd in the 2002 National Contest and served



Katie Mason (left)



Justine Kelsey (right)

Cattle Club, has attended the National 4-H and FFA Conventions and is currently serving as Maryland's Dairy

as the Captain of New York's Dairy Bowl team that ranked 2nd in Louisville, Kentucky.

NDS Silent Auction III

For the 3rd consecutive year, National Dairy Shrine (NDS) will conduct a Silent Auction during the World Dairy Expo. Items selling will be displayed in the NDS booth (west entrance to coliseum) Tuesday, Wednesday and Thursday; then moved to reception area in the Expo Center late Thursday for the reception and banquet.

As the board discussed, it's fun, it's historic and it is a good fundraiser for NDS and our awards and scholarship programs.

We also need a few more items for the sale. Call Maurice Core 614-878-5333 or Email shrine@cobaselect.com if you have something you would like to donate to the sale.

A FEW HIGHLIGHTS — That Will Be Selling

Dunloggin Farm Dairy Shrine
Blue Quart Milk Bottle (*very few made*)
Donated by Maple Lawn Farms, Inc.
Charles & Judy Iager & Family,
Fulton, Maryland.



De Laval Parts Cabinet
In beautiful condition
Donated by George Muck
Rockford, Illinois



Beswick China Jersey Bull-Cow and Calf. No more being made.
Consigned by Al Meyer and Maurice Core.

2004 Klussendorf Winner

Annie Haughian, Rice Lake, Wisconsin, has been selected by the Arthur B. Klussendorf Memorial Association to receive the 2004 Klussendorf Scholarship Award. This is the third year the \$1000 scholarship award has been presented, made possible by a generous gift by the late Klussendorf member, Chris Kampf.

Annie grew up on her parent's dairy farm, Tuscobia Holsteins, and was extremely active in 4-H, FFA, the Junior Holstein Association, and very involved with the family farm. She has been active in dairy youth activities and held leadership positions throughout the Wisconsin dairy industry. She was a National Holstein Association Distinguished Junior Member Semi-Finalist in 2003, Wisconsin Outstanding Holstein Girl in 2002, and has many other honors associated with her college career and the dairy business.

Annie has really excelled in the Dairy Judging Program, and has been a key member of the UW-Madison Dairy Judging Team, which earned top placings at national judging contests in Harrisburg,

Madison, and the Mid-South Fair in Memphis, TN. She is a member of the UW-Madison Badger Club where she is active as a volunteer in organizing Dairy Bowl contests, 4-H and FFA Dairy Judging contests, and was the Youth



Showmanship Contest Chairperson at the Midwest National Holstein Show. Besides all of her volunteer work with dairy, school, and weekend farm work, Annie also works part-time as the Marketing Assistant at Semex, USA in Madison, WI. She was

nominated College of Agricultural and Life Sciences Outstanding Sophomore, and named to the Dean's list in the fall, 2003. Annie was the Chairperson of the World Dairy Expo Showring, which is handled by the Badger Dairy Club. She has also applied for the General Chairman of the 12th Badger Invitational Consignment Sale, to be held in March 2005.

This fall, Annie will begin her final

year at UW-Madison, to complete her major in Dairy Science & Agricultural Journalism. In addition to strong academic standing, leadership and extracurricular activities, this award committee gives special consideration to students interested and involved in showing, fitting, and judging dairy cattle. Annie has shown keen interest and achieved tremendous success at all of these aspects of the industry.

She has excelled as a champion showman, consistently being on top in showmanship, on the county, state, and national levels. Annie prepares and fits her animals, and feels that showing is not only a fun pastime, but it also allows a great promotion outlet for their farm and animals. She has worked on show and sale crews across the Midwest for state and national competitions winning herdsmanship awards, and preparing high placing animals for their class. Her showmanship skills have been utilized as a leadsperson for the National 4-H Judging Contest at Madison, WI for the last three years. Annie organized a Junior Holstein Fitting and Showing Clinic, and serves as Wisconsin Holstein Junior Activities Committee Financial Chairperson.

NDS/Iager Scholarship

National Dairy Shrine (NDS) has just announced that Diane J. Wood, a second year student in Veterinary Technology at Alfred State College, Alfred, New York is the first winner of the NDS/Iager Dairy Scholarship for an outstanding dairy student in a 2-year agricultural school. This new scholarship was just recently established following a generous gift from Mr. and Mrs. Charles Iager, Maple Lawn Farms, Fulton, Maryland.

Carrying a 3.5 GPA and on the Dean's list every semester, at Alfred State, Diane plans to continue her education this fall at Cornell University, majoring in animal science. Diane served as the NIR



Lab Assistant at the Agway Regional Feed Mill in Batavia, New York, during the summer of 2003 and is completing an internship this summer at an animal hospital near her home.

Prior to college, Diane had a very eventful and successful nine year career in 4-H work. She exhibited her Holsteins successfully at several county fairs and the New York State Fair.

This \$1,000 scholarship will be awarded during National Dairy Shrine's awards banquet in Madison, Wisconsin on September 30 during the World Dairy Expo.

Oral History Tapes

There are approximately 125 oral history tapes stored in our museum in Fort Atkinson, Wisconsin. A copy will be shipped to you at the following prices:

Tapes.....\$50.00 each
DVD/s.....\$60.00 each

Please send order with check or money order to National Dairy Shrine with your complete mailing address.

Tapes involving the following dairy industry leaders are available:

Dr. Tom Aitchison
Dr. Lee Allenstein
Floyd Arnold – part 1 & part 2
Horace Backus
James S. Baird
Lee Barber
George and Shirley Barlass
Douglas Blair
Robert Boese
James Borcharding
Ray Brubacher
Robert L. Cain
Gordon Cairns
J. F. Cavanaugh
George W. Chambers
Richard Chichester
Stanley Chittenden
Arthur Clark
Willard G. Clark
David Clemons
Lawrence O. Colebank (Audio Only)
Maurice E. Core
Bliss Crandall
Dr. Jim Crowley
Bill Diamond
Max Drake
Dr. W. H. Dreher
Ed Drewitz
William Durfey
Lloyd Ebersole
Brad Ellsworth
Myron Erdman
Roland C. Ferguson
Dr. C. F. Foreman
Dr. A. E. Freeman
Wendell Fuhrman (with M.B. Nichols)
Nelson Gardner
Walter and Sally Goodrich
Leness Hall – part 1 & part 2
Joel Prescott Hastings
Dr. Harry A. Herman
Max (Kip) Herzog
Doris Hetts

Marlin Hoff
Merle Howard
Dr. Neal T. Jorgensen
Harold E. Kaeser
Norbert Kash
Richard Keene
Richard Kellogg
Steve Kerr
Keith King
Dave Kjome
Olaf Kjome
W.D. Knox
Charles J. Krumm
Marvin L. Kruse – 1988 & 1990
Myron Lancaster
Jim Leuenberger
Wally Lindskoog
Ron Long
G. Joe Lyon
Norma Lyon – 1990 & 2000
Tom Lyon – 1990 & 1999
Bill Mason
C. Scott Mayfield
Bill Maynard
Miles McCarry – 1986
Miles McCarry – 1989
W. Charles McGinnis
Dr. Clint Meadows
Allen Meyer
Eugene Meyer
Eugene and John Meyer
Robert Miller
Maurice Mix
Bernard Monson
John Morris
Richard E. Nelson
Arthur W. Nesbitt
William Nichol
Dr. Jim Nichols
M. B. Nichols – 1985
M. B. Nichols – 1986
M. B. Nichols (with Wendell Fuhrman)
Dr. R. P. Niedermeier
Dr. Duane Norman
Dr. Charles Norton
Clarence Okerland
George Opperman
Roy Ormiston
Loren Osman
John and Allaire Palmer
Joe Pendergast
Lewis Porter
Harold Portner
Bernard & Mary Pralle
Amzi Rankin, Jr. – part 1
Amzi Rankin, Jr. – part 2
C. W. Reaves

Stuart Rowe
Robert H. Rumler
Dr. L. H. Schultz
Orbec Sherry
Wayne Sliker
Dr. David Smokler
Obie Snider
Donald Solberg
Mert Sowerby
Barbara Spoon
Ivan K. Strickler
Dr. George Trimberger
Ralph Turley
Peter Vanderham
Howard Voegeli
Donald E. Voelker – 1980
Donald E. Voelker – 2002
Ken Wallin
Dr. Robert Walton
Willie Watson
Danny Weaver
Truman Weaver
Bryce Weiker
Colonel H. G. Wilde
Mrs. H. G. Wilde
Darrell Worden
Ed Wright
David Yoder
Lee Yost
David Younger
Carl E. Zurborg

New Members Since February 2004 Chronicle

Cole, Steven D., AZ
De Frain, Rex H., NE
Fitzsimmons, Randy, NY
Fleck, Mark A., PA
Fowler, Charles, Canada
French, Timmy, VA
Goodling, Robert C., Jr., ME
Grammer, William P., OH
Hardin, David E., FL
Hayes, Dale L., FL
Haynes, Scott, NY
Nelson, Cheryl, WI
Parmiter, Michelle, MD
Patrick, Ann, MD
Sayles, Brian, Ont. Canada
Stiles, Duean, MD

*Those Who Have Affirmed National Dairy Shrine
With A Gift Since Our February 2004
CHRONICLE Went To Press*

Memorials to Merle Howard

Mrs. Merle Howard, WI
 Dick Howard Family, WI
 Carol Howard, WI
 Tom Howard Family, WI
 Steve Howard Family, WI
 Clarence Olson, WI
 Eugene Meyer, WI
 M/M Robert McKown, NY
 Jack Bingham, IL
 Bob Heilman, VA
 Cheryl Ehrke-Essock, WI
 Klussendorf Memorial Association, WI
 Maureen De Bruin, WI
 M/M Steve Erdman, WI
 Doris Hetts, WI
 Kenneth E. McKenzie, WI
 M/M Maurice Cooper, WI
 Robert A. Hagenow, WI
 Arthur W. Nesbitt, WI
 M/M Allan Schultz, WI
 Dr. David Dickson, WI
 M/M Laurence Larson, WI
 M/M Maurice Core, OH
 M/M Bernard Heisner, OH
 M/M Roger Lee, WI
 Joseph W. Darcey, WI
 Dr. L.C. Allenstein, WI
 Marian G. Piper, WI
 M/M Steven Larson, WI
 M/M Lloyd Holterman, WI

Memorials to Merle Howard Continued

M/M Ken Elliott, WI
 Renee E. Beilke, WI
 Rhonda K. Shore, WI
 Timothy E. Dettman, WI
 M/M Michael Snyder, WI
 M/M Everett Strauss, WI
 M/M. Rodney Hetts, WI
 M/M. Roy Hetts, WI
 M/M Dean Dunn, IL
 M/M Roger Borgwardt, WI
 M/M. Rick Bovre, WI
 World Dairy Expo, WI
 M/M George Barlass, WI

Memorial to Charles Norton

Ernest Berousek, OK

Memorials to Obie Snider

M/M Douglas R. Hodorff, WI
 Mrs. Berneta Gable, PA
 Bob Heilman, VA
 Arthur W. Nesbitt, WI

Memorials to William Conyngham

Arthur W. Nesbitt, WI
 Bob Heilman, VA
 M/M Douglas R. Hodorff, WI

Tribute to Eugene Meyer

M/M George Barlass, WI

Memorial to Hans Leuthold
 M/M Hiroshi Tateyama, CO

Tribute to Peter Blodgett
 Wayne & Lynn Quinn, NC

Memorial to Wally Lindskoog
 Wayne & Lynn Quinn, NC

Tribute to Ron Long
 Rodger Hoyt, OH

Memorial to John Hecker
 Rodger Hoyt, OH

Memorial to Ron Johnson
 Dr. Fred Foreman, AZ

Memorial to Howard Voegeli
 Dr. Fred Foreman, AZ

Gift for NDS Remodeling Project II
 Dr. & Mrs. Duane Norman, MD
 M/M Bernard Heisner, OH

Tribute to Dr. John Sullivan
 M/M Robert Benson, WI

Order Today!

Playing cards which feature 52 National Grand Champion cows from seven breeds. The project was funded by the Klussendorf Memorial Association and National Dairy Shrine. A committee of Klussendorf members selected what they considered the top cow of each decade between 1906 and 1998.

Please send orders to:

National Dairy Shrine
 Maurice E. Core, Ex. Director
 1224 Alton Darby Creek Road,
 Columbus, OH 43228-9792
 Ph: 614-878-5333
 Fax: 614-870-2622
 Email: shrine@cobaselect.com

Please send me _____ deck(s) of cards at \$5.00, plus \$1.50 for postage and handling per deck. This price just covers costs and there is no profit for NDS or Klussendorf in this project.

Name: _____

Street or box No. _____

City: _____ State _____ Zip _____

Phone: _____

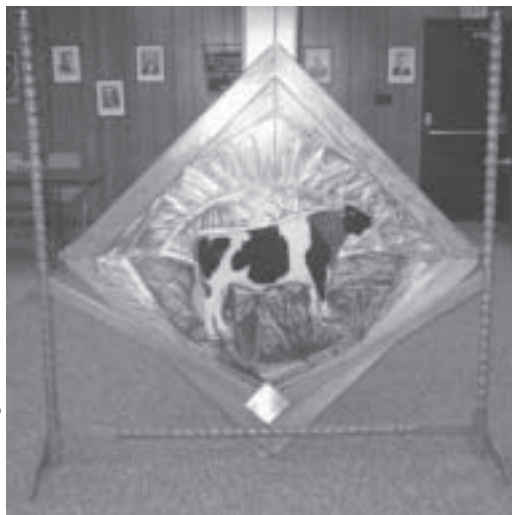
Email: _____

Ivanhoe Image Fundraiser

Osborndale Ivanhoe, after a long and illustrious career of improving the Holstein breed, has been in the green pasture in the sky for a number of years. Now comes the opportunity for those who benefited from his breed-enhancing genetics as breeders and showman, A.I. personnel etc., to pass on some of those benefits to the current younger generation. You can do that by supporting the purchase of the beautiful stained glass likeness of Ivanhoe, previously valued at auction at \$8,500.

Others not involved in Ivanhoe's legend also have plenty of reason to support this purchase through their current interest in seeing that youth of all breeds get to enjoy the thrill of participating in a top drawer national dairy cattle show.

On September 20 the Premier National Junior Show will be hosted by the All American Dairy Show at the Pennsylvania Farm Show Complex, Harrisburg. All seven junior breed associations will come together for the first time at one show. In addition to Holstein, the



This beautiful stained glass likeness of Osborndale Ivanhoe with wood framework, will be auctioned off the evening of September 19 at the All-American Dairy Show. The entire proceeds go toward the expenses of putting on the Premier National Junior Dairy Show at Harrisburg, PA the following day.



Yes, I want to help make that National Junior Shows a success: Enclosed is a check for \$ _____ for the purchase of Osborndale Ivanhoe styned glass "portrait" to be sold at the All-American and forever displayed at the National Dairy Shrine Museum.

Make check payable to:

Robert McKnown with "Ivanhoe for Jr. Shows" on check memo.

Name: _____

Address: _____

Please send to: Robert McKown, Box 659, Sandy Creek, NY 13145

News Notes

Dairy Management Inc.

Great news! Dairy Management Inc. has just agreed to sponsor the top three contestants in the NDS/DMI Scholarship Contest, Annie Whitehill, Annie Haughian, and Cassandra Kuball, to the Agriculture Future of America Conference in Kansas City, Missouri, November 4-7, 2004.

The NDS/DMI Milk Marketing Scholarships are sponsored by Dairy Management, Inc. DMI helps build demand for dairy on behalf of dairy producers and is dedicated to the success of the dairy industry. For more information on its activities, visit www.dairyinfo.com.

New Signs

Pictured below is one of the new directional signs in Fort Atkinson listing the Dairy Shrine Museum.

We are pleased to report that Arthur W. Nesbitt, a great National Dairy Shrine supporter, former Secretary-Treasurer and Guest of Honor recipient paid the cost of getting Dairy Shrine on the 18 signs in Fort Atkinson. Our sincere appreciation and thanks to Art.

We also want to thank Art and Gene Meyer for meeting with the city manager and convincing him that our museum needed to be listed on their city signs.



Donald H. Schriver

On May 8, current NDS Director, Donald H. Schriver, Kansas City, MO, was named the 2004 recipient of the Ohio State University Hall of Service Award.

With his pursuit to support the industry, Don's leadership has served as an inspiration to his peers and the youth of Ohio.

Don is currently Executive Vice President of Dairy Farmers of America

News Notes

(DFA). He dedicated his entire career to the agriculture industry and has been most supportive of dairy youth work.

It was Don's vision that led DFA to serve as the sponsor for the memberships given to all participants at the National Collegiate Judging Contest and National Post Secondary Judging Contest at World Dairy Expo each fall. This is many of these outstanding youths first vision of National Dairy Shrine. We appreciate Don's and DFA's continued commitment to this endeavour.

Thank You

I would like to extend a thank you to the National Dairy Shrine scholarship committee for selecting me as the winner of the 2004 Student Recognition Contest. It is a great honor and I am pleased to accept it. I look forward to participating in the National Dairy Shrine banquet at World Dairy Expo.

*Sincerely,
Katherine A. Briggs*

Visitors' Center Update

I am pleased to report that the new show at the Visitors' Center has been very well received. Everyone emerges wanting ice cream!

Caretaker, Bob Wulfkuhle, continues to keep an eye on the Center and makes sure that everything is in order. Our volunteer greeters started manning the front door on May 1st and they've been pretty busy since that time.

Our total attendance through July 9th this year is 9,994. Over 3,000 of those have come in the last six weeks or so thanks in part to the fact that on June 27th the museum opened a travelling Smithsonian exhibit called "Picturing the Century: One Hundred Years of Photography from the National Archives." It has been very well attended and will continue until August 21st.

We look forward to the visitors we annually receive from all over the world during World Dairy Expo.

*Sincerely,
Sue Hartwick, Museum Director*



This little pin makes a big difference



ONE PERSON CAN MAKE A DIFFERENCE

Wearing a National Dairy Shrine membership pin says a lot about you. It says that you've joined more than 17,000 dairy producers, processors, suppliers, scientists, students, educators and others with a stake in the dairy industry. No other organization unites so many diverse people whose livelihoods all depend on the production and processing of milk and dairy products.

Joining National Dairy Shrine is one of the best ways for an individual to make a meaningful contribution to the growth of the dairy industry. Your one-time lifetime membership fee supports National Dairy Shrine's ongoing efforts to strengthen dairy agriculture, from the cow to the table.

BENEFITS OF JOINING NATIONAL DAIRY SHRINE

- Align yourself with 17,000 other National Dairy Shrine members, all with a stake in keeping a strong dairy industry
- Membership fees go directly to youth scholarships, awards for dairy leaders and other programs to support the industry
- Take advantage of networking opportunities at annual awards banquet and other events
- Receive a distinctive laminated membership certificate for your home or office
- Attractive membership pin publicly signifies your commitment to our dairy future
- Twice-a-year newsletter keeps you informed of National Dairy Shrine activities

NATIONAL DAIRY SHRINE

For more information, call 614-878-5333
Or visit www.dairyshrine.org

NATIONAL DAIRY SHRINE

Office of the Executive Director
1224 Alton-Darby Creek Road
Columbus, Ohio 43228-9792
www.dairyshrine.org
shrine@cobaselect.com

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Plan To Attend the National Dairy Shrine's Annual Awards Banquet

Plans have been finalized for the 2004 National Dairy Shrine Awards Banquet to be held in Madison, Wisconsin on Thursday, September 30, 2004.

Time: 5:30 p.m. Reception
6:30 p.m. Banquet
7:30 p.m. Program

Place: The Expo Center, adjacent to the Dane County Coliseum on the World Dairy Expo grounds.

Mail orders to:

National Dairy Shrine
Maurice E. Core, Ex. Director
1224 Alton Darby Creek Road,
Columbus, OH 43228-9792
Ph: 614-878-5333
Fax: 614-870-2622
Email: shrine@cobaselect.com

Tickets: Tickets can be purchased by mail using the form below. Orders received by September 15 will have their tickets sent by mail. Persons whose ticket orders are received after that date will need to pick up their tickets on Wednesday or Thursday at the National Dairy Shrine booth or at the registration table prior to the banquet. Tickets will be sold at the National Dairy Shrine booth. They will also be available at the registration table prior to the banquet at \$25.00 each.

I would like _____ Dairy Shrine banquet ticket(s) @ \$25.00 each.

My check for \$_____ is enclosed, payable to National Dairy Shrine.

Send my tickets to:

Name: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____