

NATIONAL DAIRY SHRINE

THE CHRONICLE

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

Executive Director's Report

The last two years have been very eventful for the National Dairy Shrine. A move of the home office from the friendly confines of COBA in Columbus, Ohio to a bank office building in the farming community of Maribel, Wisconsin, was seen with the retirement of Maurice Core the exceptional Executive Director of NDS for the past eleven years. Along



Dr. David Selner, Executive Director

with the necessity to inform everybody of new addresses, phone numbers, e-mails, printing new stationary, changing bank accounts and changing listings with governmental agencies that regulate non-profit organizations, was the learning curve of the new executive director for all the little things that need to be done in a job like this. One certainly has a greater appreciation for what the staff of COBA, Charlene, Arlene, and Maury accomplished in his tenure.

Now with a little over a year of experience we can talk about the changes that are taking place under the direction of an active and involved Board and Executive Committee. In 2009 National Dairy Shrine received its' single largest endowment donation

from the Bill Walter's estate through the Manitowoc Milk Producers Cooperative. You will read in this issue how those first scholarships have been already distributed to some outstanding young people to further their college dreams. This endowment and hopefully other endowments like this will only enhance our mission of encouraging young people to enter the dairy industry as a profession.

Furthermore we had two major fund raising campaigns going on over the last 18 months. The Maurice E. Core Scholarship fund was established to honor Maury and create an additional scholarship opportunity for prospective students. Then through the leadership of the Klussendorff Association a new scholarship fund was created to honor Robert "Whitey" McKown, a recently deceased Klussendorff member. I am very pleased to report that both funds have reached their \$50,000 goal. Even better the first scholarships from these funds were given at our awards banquet last fall.

The demise of financial institutions and the overall national recession also had a big impact on our endowment investment portfolio. As a new manager it was rather shocking to see the investments you are in charge of lose thousands of dollars in a few short months. Thankfully we work with a nationally respected investment firm and their professionalism has allowed us to recover the majority of those paper loses over the last few months. Because these endowment funds are the lifeblood of our operating and award sponsoring abilities,

their vitality is very important for our ability to function. Certainly the decision to work with an investment firm with this much expertise has paid real dividends.

The board has directed the efforts of the management of National Dairy Shrine to be more computer literate and take advantage of the new technologies in communication that are happening so widely in our society. The acquisition of a new laptop computer with changes in software and other technology changes has allowed us to become much more computerized than before. Now many of the communications of previous years are sent electronically saving on paper and postage. Last year, most of the scholarship selection committees functioned entirely electronically. There were some problems but with some adjustments this process will be improved even more for this year.

The NDS membership database has been enhanced to make it more user friendly and to allow more flexibility than before. With the use of e-mails this newsletter, the Chronicle, is now sent to as many people by e-mail as by postal mail. To save on the ever increasing rates for postage the board hopes we can increase the use of e-mail in the future. Therefore if you would like to change your method of receiving the Chronicle from postal mail to e-mail just let us know. Send us an e-mail with the direction to change your account and it will be done. This also brings up another problem we have in communicating with several members. Many members have not updated our office with mail address changes. What happens currently is that when the Chronicle is sent out to a member we also request return mail information if not deliverable. So we pay to have the newsletter sent and to obtain



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.

Robert Rumler - Past NDS President and Guest of Honor



Robert H. Rumler, long-time Holstein-Friesian Association of America Executive Secretary and dedicated dairy industry leader passed away on January 11, 2010; he was 94 years old.

Rumler served as Executive Secretary of the Holstein-Friesian Association of America (now Holstein Association USA, Inc.) from 1953 to 1975.

Born and raised on a Pennsylvania dairy farm, Rumler graduated with honors from Pennsylvania State University in 1936. After graduation, he went on to serve as assistant county agent in Missouri.

Eighteen months later, Rumler returned to Pennsylvania, and became the youngest man to ever be named county agent in the history of the Pennsylvania Extension

Service; a role he held for nearly eight years. From there, he went to Dupont where he was editor and assistant manager of the Agricultural Promotion Division for three years.

Rumler's career with the Holstein Association began in 1948 when he was hired as Assistant Executive Secretary to long-time Executive Secretary H.W. "Hod" Norton, Jr. Upon Norton's retirement in December, 1953, Rumler was promoted to Executive Secretary, a position he held until 1975, when Charles J. Larson succeeded him.

In 1975, Rumler became Executive Chairman of the Association, a position he held until January, 1981 when he retired. He held the title of Chairman Emeritus until his passing. The Holstein breed's influence grew a great deal under Rumler's leadership. By the time the distinguished leader retired, over 75 percent of the Registered dairy cattle in the U.S. were Holstein. During his tenure, active membership in the Holstein-Friesian Association grew from 18,000 to 27,000 with total membership in excess of 40,000. In the mid-1970s, the Holstein-Friesian Association installed a computer center and became the largest single source of genetic data and information on the Holstein breed in the world.

Rumler gave much of his time to other

dairy organizations. In 1967, he was selected by the USDA as one of four advisors to the newly appointed Joint Task Force on Dairy Research. The next year, he was elected President of National Dairy Shrine. Rumler also served as an officer and director of the National Society of Livestock Record Associations. Additionally, he provided leadership to the Purebred Dairy Cattle Association and was an original member of the National DHIA coordinating group.

In 1976, Rumler was named National Dairy Shrine Guest of Honor, in 1978 he was named a Distinguished Alumnus of Penn State, and in 1979 he received World Dairy Expo's Industry Person of the Year Award. He was recognized as World Dairy Expo's International Person of the Year in 1996 and is the only person to win two of World Dairy Expo's recognition awards.

Memorial services will be held:

March 13, 2010 at 11:00 a.m.

St. John's United Church of Christ

1811 Lincoln Way

East Chambersburg, PA 17202

717.263.8593

Family will be receiving friends from 7:00 to 9:00 p.m. on March 12, 2010 at Kelso-Cornelius Funeral Home, 725 Norland Avenue, Chambersburg, Pennsylvania. Online condolences may be expressed at: www.kelso-corneliusfuneralhomes.com.

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

In Memory of Craig Johnson

Kathleen Hayes
Clara Huebner
Sharon & Lawrence Johnson
Michael & Janice Read
Greg & Esther Tormoehlen
Louis & Judith Bobb
Mr. & Mrs. Roger Nierman
Mr. & Mrs. Brian Nierman
Mr. & Mrs. Jason Nierman
Rita Carter
John Keller
Stanley & Barbara Bittman
Larry Johnson Family
Geri Newman
Bob & Kathleen Miller
Brian & Michelle Elliott
Mr. & Mrs. George Ernest
Steve & Sheri Fletcher

In Memory of Craig Johnson Cont.

Lester & Ellen Baugh
Ward, Murray, Pace Johnson

In Memory of Tony Betschart

Steve and Beverly Relvas

In Memory of Mel Kenley

Arthur Nesbitt

In Memory of Al Hay

Washington Holstein Association

To Honor Maurice Core

Robert & Jeanne McKown

To Honor Robert McKown

George Miller
Jane McKown
Clifford Bailey



Bill Walters Scholarships Awarded



Stephanie Geiger, Brillion, WI, Curtis Horsens, Gillett, WI, Adam Kolb, Kiel, WI, Ramada Maves, Amherst, WI, Tony Meyer, Colby, WI. Stephanie Nagel of Valders, WI could not attend.

For four decades the late Bill Walters covered the dairy industry in northeast Wisconsin as a radio personality for WCUB radio based in Manitowoc. At the station, he served as chief announcer, program director, and later as farm director until his retirement in 1992. The man known to his radio audience as Bill Walters was first known to his family as Bill Zummach. In either case, Bill was a big man with a soft heart. Bill Walters received countless awards over

the years. He was honored by the National FFA with the American Farmer Degree and received a citation from the Wisconsin State Assembly for his distinguished career serving Wisconsin dairy farmers. Prior to his career as WCUB, Bill broadcast the Friday Night Dancing Party and as part of that job, he was the last announcer to interview Buddy Holly before his fateful February 3, 1959, plane crash.

While he covered every area of news during his 40-year career at WCUB, Bill's passion was interviewing the area's dairy farm families who were the backbone of the industry, as Bill would tell his listeners as he relayed industry matters in a fashion that all listeners could understand. Bill firmly believed these farm families instilled the best life values into young people. And in Bill's mind there was no better place to raise children. With that in mind, Bill left a

major gift of \$189,000 from his estate to the Manitowoc Milk Producers Cooperative and to their children to further their education. It was Bill's hope that they, too, would return to the family farm or take up a career in the industry and continue to build strong families and dairy businesses.

In order to fully utilize Bill's generous donation, the Manitowoc Milk Producers Cooperative entered into partnership with the National Dairy Shrine. The National Dairy Shrine will manage the Bill Walters Scholarship for the Manitowoc Milk Producers Cooperative. Through sound investments, the organization hopes to grow the fund so dairy youth may receive the Walters Scholarship for many generations. This year, the first six Walter scholars each received a \$1,500 award. Those winners include: Stephanie Geiger, Brillion, Wis., Curtis Horsens, Gillett, Wis., Adam Kolb, Kiel, Wis., Ramamda Maves, Amherst, Wis., Tony Meyer, Colby, Wis., and Stephanie Nagel, Valders, Wis.

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information if it is returned. Of course if the postal service gives us a new address we enter it in the database and resend the Chronicle. Yet it is surprising to me how many are returned with no forwarding information available. Once we receive a note from the postal service of not being able to deliver a newsletter we put that member on a do not mail list until we get a viable new address. There are more people on that list than I like. So if you have a friend who hasn't seen a Chronicle in awhile most likely it is because we have no updated addresses. Just provide us with the new contact information and I will assure you they will receive the Chronicle or any other member communication. The publicity committee has also revamped the Chronicle design and we hope you like the new look of this Chronicle.

In the quest to improve our electronic communication capabilities we have just launched a revised website for National Dairy Shrine. www.dairyshrine.org is the address if you want to view the facts and history of our scholarships and award winners. We will be continuing to add enhancements to the website to make it more useful for members and students seeking information.

Additionally, I have been very pleased by the response from members to serve a role on our standing committees. National Dairy Shrine could not function unless it was aided by all of these volunteers, who take a little time from their professional work to aid NDS. The people that help select our award winners will soon be going into action after the March 15th deadline for award applications. They select the next Guest of Honor, Distinguished Dairy Cattle Breeder, Pioneers, Young Progressive Producers and Graduate Producer award winners. Then the scholarship selection committees jump into action near the end of May to select the outstanding students to receive National Dairy Shrine scholarships. Then throughout the year the Publicity, Membership, Museum and Banquet committees perform many important tasks. From developing press releases for our award winners, strengthening the network of state membership chair people, continually maintaining the viability of our museum displays, and planning to put on the best awards banquet of the year, their efforts often go un-noticed but are essential for our mission fulfillment. If you would like to serve in one of these roles in the future

please let me know and your name will be added to the prospective list of volunteers.

Finally the Board of Directors has been nothing short of impressive. I am always amazed by the number of industry leading executives, dairy producers and professors that are willing to donate their time to such a noble effort as NDS. Their devotion to attending our annual board meeting, chairing our standing committees and supplying their expertise to the direction and improvements needed to keep the National Dairy Shrine a viable and valuable organization for supporting the dairy industry. The dairy industry has been blessed with leaders that have been willing to give back to an organization whose sole mission is to honor the leaders of the industry, preserve its' history and support the future of the dairy industry.

If you want to join this effort, volunteer for a committee, sign up a new member to help our finances, or visit with an NDS board member with your valuable ideas. I look forward to meeting with you and working with more NDS members in the future.

NATIONAL DAIRY SHRINE

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920-863-6333 info@dairyshrine.org
www.dairyshrine.org
Return Service Requested

National Dairy Shrine - Important Dates

March 15, 2010 – Applications due for Guest of Honor, Distinguished Dairy Cattle Breeder, Pioneer, Progressive Producer and Graduate Production Awards.

March 1 to May 1, 2010 – All student scholarship applications will be accepted

- You can read the information for each application and download a form for an award or for a scholarship from our website www.dairyshrine.org .

September 30, 2010 – Annual Meeting, Reception, and Awards Banquet at Alliant Energy Center Madison, WI.