

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

It is the halfway point of the National Dairy Shrine fiscal year and a very appropriate time to give an overall view of the status of your organization. National Dairy Shrine is in a solid financial position due to the wise investment strategy of our financial management firm. This company has been providing outstanding results in what everyone has called the worst recession since the 1930's.



Dr. David Selner, Executive Director

With their help we have been able to distribute over \$40,000 in scholarships and awards to a tremendous group of young people this year. This is the highest total of scholarships ever for National Dairy Shrine. In addition you will see an article in this newsletter describing additional scholarships being given by allied organizations working with National Dairy Shrine. Collectively this will amount to almost \$70,000 for recognizing and encouraging young people. I am sure all of you can agree that this is a great investment in the future of the dairy industry.

Another goal of the mission statement of the National Dairy Shrine is to honor dairy leaders past and present as well as record the

history of the dairy industry. The National Dairy Shrine Museum at Fort Atkinson, Wisconsin is the place where we display these dairy artifacts and honor our leaders in the Dairy Hall of Fame. The museum is in need of more renovations to complete the final phase of the long range museum plan. In this newsletter, you will see a letter to the membership asking for your help. Please

try to help us achieve this financial goal.

The National Dairy Shrine has always had a strong emphasis on membership involvement and the utilization of volunteers to achieve their goals. NDS has never had any full time employees and has always been managed by a part-time Executive Director with occasional secretarial help. This has allowed NDS to be a very low overhead organization with the majority of donated dollars and membership fees going to students or the museum. The Board of Directors has served with no compensation but a true belief in the necessity of giving back to this great industry. The volunteer members of the standing committees and selection committees have done the bulk of the work for the scholarship and recognition programs. All of these have been the key to the success of the vision of the founding fathers for an organization called National Dairy Shrine.

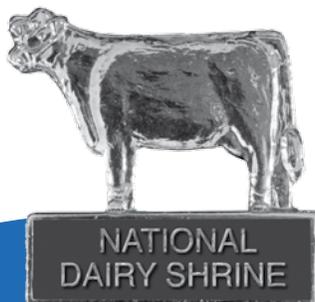
But, throughout the past year, I have been reminded of some of the opportunities that still challenge the future success of National Dairy Shrine. Our culture and the

methods of communication have changed dramatically. Now information is spread widely on social media outlets. People are not relying on the printed word but the sound bite or tweet is how they receive their news. The Publicity committee will be looking into how National Dairy Shrine can remain relevant in this new information age and how we can utilize these new avenues of communication.

This year, I was also reminded of the fact that NDS spends very little on their public image and the perception of National Dairy Shrine. It has been generally believed that everyone knows about the marvelous job NDS is doing to recognize dairy leaders and encourage future dairy leaders. Scholarship recipients and award winners have been grateful for the financial assistance that helped them in their careers and willingly become members. Groups of college students at the National Judging contests and the Dairy Challenge have been sponsored by partner donations to become members of National Dairy Shrine. They were informed about the role of NDS in their future. So the message of NDS has been one that has been delivered to numerous people in the dairy industry through word of mouth and traditions.

But this year it became apparent to our Executive Committee and I that this may not be working as well as in the past. Individuals in industry and academia have brought to our attention that they know very little about what National Dairy Shrine is doing today.

In industry and academia, numerous new people are entering these fields without the traditional dairy science backgrounds of the past. They may be coming from more of



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.

A Letter to National Dairy Shrine Members

The National Dairy Shrine has always been an efficient financial organization that has prospered over the last 60 years without having to change its' original emphasis on memberships and an investment fund to pay for all of the activities that it sponsors. The one time membership fee is still in place with the cost being only a little bit more than what the Founding Members paid in 1949. That is certainly the way that everyone prefers that the financial direction stays for the future. There are no plans to change our financial focus or procedures.

However there have been times in the past that National Dairy Shrine has put out the call to accept donations from all parties to pay for a major project that could never be covered by these operating funds. One of the first times for this financial need surfaced during the building of the National Dairy Shrine Museum in Fort Atkinson, Wisconsin in 1980. The National Dairy Shrine family responded and a wonderful building was erected and furnished. This facility has been the crown jewel of preserving the history of our dairy industry. Again, in the early years of the 2000's another effort was made to help remodel and modernize the exhibits at our great museum. After 25 years it certainly was time to make the



necessary improvements. This has created a wonderful new experience for our visitor's and initiated the Dairy Hall of Fame for our honorees.

Now in 2011, we are again asking for donations to complete the final phase of the remodeling project, the refurbishing of the Joe Eves Library. This area has been untouched since 1980 and really does need a brighter look to welcome our guests. We also plan on displaying the Dairy Cattle Judging Contest Awards and other Trophies in more modern displays with better lighting. The library will be remodeled to make room for more of our growing collection of dairy industry books and artifacts. We will also add more highly efficient lighting and other technology to better serve the growing number of visitors. These are all needed to achieve the mission

of the National Dairy Shrine to preserve dairy history, honor dairy leaders, encourage dairy youth and educate the public about the dairy industry. The NDS Board of Directors has set a goal of \$80,000 to achieve this final phase of remodeling.

The plan for the future is to make frequent updates to the museum displays and long-term make this part of the operating budget. So we do not plan to continue to be asking for major funding on a regular basis. However we do need

this extra money now to bring us to the completion of the last remodeling phase before we go into the continual update programs of the future.

We know that this maybe especially hard for many of you to do at this time. However for many of you this is the first time you will have the chance to payback the industry for the benefits you have received in your career. Over the last decades we have added thousands of new members from Dairy Cattle Judging teams and National Dairy Challenge participants, and scholarship recipients. Please consider how having an organization like National Dairy Shrine has helped the future of our industry for over 15 years by providing over \$30,000 for scholarships for fellow students. This year we passed the \$40,000 mark. National Dairy Shrine is making a difference.

Whether you can be generous or even if you can only donate a small amount all donations will be greatly appreciated. Additionally do not forget to remind the financial planners in the companies you work for that they should consider a donation to National Dairy Shrine. This will help demonstrate their commitment to the future health of the dairy industry.

Finally there can be tax advantages to individuals or companies that donate money to a 501 C-3 corporation like National Dairy Shrine. Please be as generous as you can to achieve help us achieve our financial goal. Thank you for your support of the National Dairy Shrine. These donations will allow National Dairy Shrine to continue to its' mission of service to the dairy industry.

Sincerely,
The NDS Museum Fund Raising Committee

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

To Honor Maurice Core

Jeff Myers

In Memory of Robert McKown

John Sullivan

In Memory of James Cavanaugh

Ray Orisio
Ray & Margaret Schooley

In Memory of Max Dawdy

Ray Orisio

To Honor Mert Sowerby

Ray Orisio

To Honor Calvin Covington

Ray Orisio

In Memory of David Dickson

Kevin Stiles

In Memory of John Hetts

Roy & Karen Hetts

Donations for NDS Remodeling Fund

Mert Sowerby
End Road Farms
Second Look Holsteins
Robert Marshman

Donations for NDS Scholarship Fund

Phil Hasheider
Loren Zimmerman

Bill Walters Scholarships Awarded



*Front: Kelly Mericer, Erika Soukup, Skylar Kraemer
Back: Mary Lou accepting for Megan Kugel, Hannab Voelz, Jordan
Haelfrisch, Jeanie Untiedt, Jessica Zorowski, and Lee Slattery
Not pictured: Ethan Ensign, Craig Slattery, Karl Wall, and Steven Voland*

National Dairy Shrine manages scholarship dollars for several other dairy industry groups. These activities help expand our ability to help more young people achieve their goals. Additional students can get an advanced education and find careers in dairy related jobs. Our relationship with the Klussendorf Association has been the longest agreement to help manage funds, but we have added some new organizations in the last few years.

In early November the National Dairy Products Evaluation Contest was held in Decatur, Illinois. National Dairy Shrine has been handling the finances for this contest for the last two years. Executive Director Dave Selner was on hand to distribute scholarship checks to students who excelled at this contest. These dairy stu-

dents have very special skills and are in high demand by numerous industries after they graduate. National Dairy Shrine is very pleased to be working with the dairy foods side of the industry. We are especially proud to help this contest prosper, because it has been in existence for over 80 years.

In early January at the annual meeting of the Manitowoc Milk Producers Cooperative, scholarship checks of \$18,000 were given to 13 outstanding students.

These young people were selected to receive the "Bill Walters" scholarship. These scholarships were funded by the late Bill Walters, a well known Manitowoc radio personality. Through an agreement between NDS and Manitowoc Milk Producers Cooperative, we have been managing these endowment funds to help future dairy leaders get an advanced education. This is another great example how cooperation with National Dairy Shrine has allowed an organization to use a large one-time donation for more long term benefits.

National Dairy Shrine is pleased to be able to work with outstanding organizations like MMPC and the National Dairy Products Evaluation Committee to help recognize and encourage students to look toward a future in the dairy industry.

First NDS Executive Secretary



Joe Eves

Donations for the Joes Eves Library renovation should be sent to:

National Dairy Shrine
PO Box 725
Denmark, WI 54208

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the biological sciences, general journalism, marketing or management and have no farm backgrounds. Thus they have had little or no exposure to NDS.

Many National Dairy Shrine members have moved numerous times in their careers and have lost touch with the activities of NDS. Without current mailing or e-mail addresses many members never see the Chronicle newsletter so they cannot be kept informed about new developments. We cannot communicate to those we do not have correct information on. If you know of individuals that are members and do not receive information, just get us the correct contact information so we can again share our story with everyone.

I do not believe that we need thousands of dollars to communicate our mission or keep in touch with our members, but we do

need the help of every member to spread the word about National Dairy Shrine. Whenever you get the chance to attend an industry function, academic seminar, breed meeting, or just at the corner café make sure you put in a good word for National Dairy Shrine. Make sure your fellow co-workers, professors, breeders, administrators and students know about the important actions of National Dairy Shrine and see you wear your National Dairy Shrine pin with pride. With your help we can continue to thrive by encouraging and signing up new members. These funds will allow us to hopefully expand our aid for students. This help is not limited to just scholarships and awards but also the ease of finding new opportunities through our internship listings. In the future we may be able to offer more career or social networking opportunities.

National Dairy Shrine has evolved to include more segments of the industry like dairy products and marketing specialists as well as veterinarians and pharmaceutical representatives. Have you reminded your peers in the industry that National Dairy Shrine is an organization that represents the entire dairy industry and not just one or two segments? New awareness of the mission of NDS will allow further growth and development of the programs of National Dairy Shrine.

I believe the future of the dairy industry is bright and that National Dairy Shrine can help make this happen. I look forward to working with you to create a stronger more vibrant dairy industry.

NATIONAL DAIRY SHRINE

Office of the Executive Director
PO Box 725
Denmark, WI 54208
920-863-6333
info@dairyshrine.org
www.dairyshrine.org
Return Service Requested

National Dairy Shrine - Important Dates

March 15, 2011 – Applications due for Guest of Honor, Distinguished Dairy Cattle Breeder, Pioneer, Progressive Producer and Graduate Production Awards.

March 1 to April 15, 2011 – 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 .

October 6, 2011 – Annual Meeting (4:30 p.m.), Reception, and Awards Banquet at Alliant Energy Center Madison, WI.

New mailing address:
National Dairy Shrine
PO Box 725
Denmark, WI 54208