

NATIONAL DAIRY SHRINE



THE CHRONICLE

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

History As I Remember It

by Miles McCarry

Remembering Our History...

National Dairy Shrine is known as an organization that recognizes dairy leaders and provides scholarships to future dairy leaders. One of the additional important missions is to record dairy history which allows future generations to understand the thoughts and ideals of those that came before. One of those early dairy leaders was Miles McCarry. "Mac" was a nationally known dairy marketer, public speaker and prolific writer with a great sense of storytelling. Born in 1917 and passing in 2006 "Mac" was always a huge supporter of National Dairy Shrine, serving on the board and also as Executive Secretary from 1975-1980. In 1995 Mr. McCarry received the first "4E Award" and was named a Pioneer Hall of Fame member in 2001. What follows is a short article written by Mr. McCarry in 1996-97 to commemorate NDS early days.



*Former Executive Directors
Jim Leuenberger, Art Nesbitt,
Miles McCarry, Maurice Core in 1999*

Two breed secretaries, Karl Musser of Guernsey and H.W. Norton, Jr. of Holstein, were "hung" at the first Dairy Shrine Club meeting I attended. That was in 1955. The "Club" was six years old. Hangings, as in portraits of Guests of Honor, were the main pitch.

Scholarships and banquets had yet to break into the act. Business and awards were folded into maybe two hours at the National Dairy Cattle Congress in Waterloo, Iowa. The "Old Breed," as some of us juveniles called the founding father group, was there in force.

Karl Musser and "Hod" Norton were two of their own. Karl had hatched the Dairy Shrine idea. Hod, with Joe Eves, Fred Idtse, Floyd Johnston, Les Wilson and a few more, had helped get it off the ground. And there were other reasons for Guest-of-Honoring Hod and Karl.

They had helped lead purebred breeders into testing whole herds, not just a select few cows. They had pioneered type classification. They had scimped the "registered idea" through the Great (as in "great big", not as in George Washington) Depression.

Hod, once assistant dean of agriculture at Michigan State, had key-manned the clean-up of bovine TB. Karl had been extension dairyman in both Connecticut and Washington in pre-Guernsey days. The Purebred Dairy Cattle Association had been his idea, too.

The old breed: Hod was two years older than the Holstein Association. Karl had gone homesteading in Idaho instead of going to high school. He breezed through Kansas State anyhow and-WOW!-went on to graduate school at Missouri on a Holstein Association scholarship!

Dean H.H. Kildee hit on some of this at that meeting. He had been among the "few more" founding fathers I lightly skipped over a few lines back. His track record as dairy educator and show ring judge had made him a shoo-in natural as

1949-and first-Guest of Honor.

Joe Eves, one of his former students at Iowa State, was Dairy Shrine's first secretary. And, if he wasn't the biggest booster we ever had, he came closer than wet paint. He never went anywhere without a pocketful of membership forms and pins!

One example ... A guy driving a charter bus laughingly noted that taking us from a Holstein convention in Washington, D.C. to a farm in Maryland was the closest he'd ever been to a cow. Joe was out of his seat like a human cannonball. He borrowed a hat, took up a collection and bought the driver a Dairy Shrine membership. Somebody



Original National Dairy Shrine House

asked if we needed city boys that desperately. "Beats me," said Joe, "but Dairy Shrine needs the money. And you'll never miss the buck you dropped in the hat."

Vintage Eves! Like all of the Old Breed, he was a great guy as well as a trail blazer. And he never let us forget that the organization now called National Dairy Shrine needed new members to stay alive. He kept hammering away at it in the years of growth and change that lay ahead.

In its early years, Dairy Shrine ran a restaurant of sorts in Waterloo, Iowa. We served lunch, cheap but filling in the unofficial National Dairy Cattle Congress (NDCC) offices during show week. And "we" is the word. I worked for a breed association, which meant being "pitchforked" into KP by Secretary Joe Eves.

NDS's office building was an ex-house across the street from the show. Our annual meetings were held there. Portraits of Guests of Honor and Pioneers were displayed on the walls year-round. KP's saving grace lay in getting better acquainted with the "Old Breed," Dairy Shrine founders like Fred Idtse and Les Wilson.

Fred was Brown Swiss secretary and was among the first to "think protein?" The Swiss Parade of Champions was his idea, too. And he

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National Dairy Shrine is a non-profit organization devoted to maintaining the strength of the dairy industry through recognition, encouragement, promotion, education and preservation of the dairy history of previous generations. Founded in 1949, the National Dairy Shrine has thousands of lifetime members consisting of dairy producers, scientists, students, educators, marketers, sales people, consultants, journalists, cheese makers and other dairy enthusiasts who are passionate about the dairy industry.

was a genius at turning all those yodelers and bell-ringers loose while the Holstein Aged Cow class was tense-momenting in the other end of the Hippodrome's big ring.

Les Wilson was a great all-around livestock man; a species we had yet to realize was endangered. As manager of Boulder Bridge Farm in Minnesota, he had built sensationally-prominent registered herds of both Guernsey cattle and Belgian horses.

Draft horses! Les seemed to have lingering doubts as to the wisdom of replacing them with tractors. But neither he nor any of the rest of us ever dreamed that tractors would plow down Dairy Shrine's Waterloo connection. And that, in a manner of speaking, is what happened in 1965. Let's take it from the top.

NDCC (National Dairy Cattle Congress), unlike most shows, operated without taxpayer support. Manager Ed Estel, our Guest of Honor in 1953, kept things in high gear with gate receipts and commercial exhibitor fees. Manufacturers of farm machinery were the heavy end of the commercial exhibitor's list.

Ed and his successors billed their machinery show as the worlds largest. They weren't far wrong either. Then manufacturers discovered that farmers second placed tire kicking at cattle shows behind seeing tractors and such in action at farm field days.

NDCC income from machinery exhibits went the way of an anvil down a silo. The show's board of directors elected to compensate by centering on country music and horse shows, eliminating classes and otherwise bob-tailing the dairy show in the process. All this was scheduled to happen in 1966.

Dairy breed associations said no. They pulled their shows and their prize money out of Waterloo. NDCC's reign as the annual "old home week" of the dairy cattle industry came to a screeching halt almost overnight. And just as suddenly, Waterloo was no longer a "natural" as Dairy Shrine's home port.

The situation, to phrase things mildly, was unpleasant. Almost bitter. There was pressure to move Dairy Shrine's portraits and artifacts. But where? Dean Pound of the University of Wisconsin made the Old Breed jump for joy by saying, "Why not here?"

Joe Eves wasn't much on crying. But he must have come close when he went to Waterloo to get things packed and shipped. He had judged all breeds and "invented" the National Intercollegiate Dairy Cattle Judging Contest at Waterloo. He had helped save the show from bankruptcy during the Depression. But, coming out of Waterloo that day, he wasn't thinking of the past. He was, instead, dreaming of a Permanent Home for Dairy Shrine. The dream became a fixation. But it didn't bear fruit for 15 years.

Post Script

In 1980 after a large fund raising campaign; ground was broken to create a new home for National Dairy Shrine in Fort Atkinson, Wisconsin next to the Hoards Home Historical Museum. Dairy leaders like Eugene Meyer, Arthur Nesbitt, Allen & Doris Hetts, Norman Magnussen, Dr. Robert Walton, Robert Rumler, James Cavanaugh, James Baird, Merle Howard, Miles McCarry, Steve Larson, Maurice Core, and James Leuenberger were influential in making this happen. The National Dairy Shrine Museum and National Dairy Hall of Fame are still continuing the vision of those founding fathers at that location in Fort Atkinson.



Thanks from Dairy Students

Dear National Dairy Shrine,

Thank you to the National Dairy Shrine for sponsoring the Eugene C Meyer Award Plaque and the monetary award for the top individual at the National Intercollegiate Judging Contest at World Dairy Expo. Winning High Individual at this contest has been a dream of mine since I was a little girl. Preparing and competing in the contest helped develop my decision-making, public speaking and networking skills in an environment I am so passionate about Thanks Again.

Sincerely Shelby Iager, Virginia Tech

Dear Dr. Selner,

I would like to thank National Dairy Shrine for once again hosting the National 4-H Dairy Conference delegates at Monday's lunch and for a tour. I love the National Dairy Shrine Museum. I first came to the conference in 1985 as a parent chaperone and could have spent days studying everything you had there. Since then you have added the dioramas, the Lincoln Room, and many other dairy things. I also enjoy going through the rooms with the depression glassware and many other things from an earlier time. I recognized much of what has been collected from seeing similar items in my parent's and grandparent's homes. I have been to the conference for many years as a part of the planning committee and I love dairying like you and National Dairy Shrine do.

Sincerely Janis Ritchie, Idaho

Dear National Dairy Shrine,

Thank you for providing the opportunity for students like myself to apply for so many outstanding scholarships! The work you do to promote the dairy industry and assist with educational expenses is greatly appreciated. Thank you again.

Sincerely, Lauren Robinson, Iager Scholarship Recipient, IL

Dear National Dairy Shrine,

Thank you so much for supporting the Dairy Judging Contests at World Dairy Expo. It was an awesome learning experience for me. Through this experience I have gained communication skills, decision making abilities and a hard work ethic with the ability to visit many farms and see awesome cows. Without supporters like you this wonderful experience would not be possible. It was an honor and privilege to even judge at World Dairy Expo. Thank you again for your support

Best, Makayla Petter, Michigan State University

Dear National Dairy Shrine,

Thank you so much for your consideration for your scholarships! I am so grateful for the support of my education in Dairy Science. This support of scholarship money will help me to accomplish my goals & Future plans. I plan to one day take over my family's dairy farm and the education I receive now will help me every day! Thank you again

Sincerely Isabella Portner, Sleepy Eye, Minnesota

SCHOLARSHIP APPLICATIONS DUE APRIL 15

The National Dairy Shrine is again looking for applications for its annual scholarship program. Applications are accepted from March 1 until the **deadline of April 15**. Official scholarship application award forms are available on the NDS web site, www.dairyshrine.org under scholarships.

The **National Dairy Shrine Student Recognition Program** recognizes and rewards graduating seniors planning a career in the dairy industry. There will be a \$2,000 cash award given to the winner, a \$1,500 reward for second place, and three to seven \$1000 cash awards depending on the number and quality of applicants.

The **National Dairy Shrine/Dairy Management, Inc. (DMI) Milk Marketing-Dairy Products Scholarships** are available to encourage students to pursue careers in the marketing or development of dairy products. The winner receives a \$1500 scholarship while the other winners receive \$1000 scholarships. Up to five winners are recognized annually.

The **National Dairy Shrine/Dairy Management, Inc. (DMI) Education & Communication Scholarships** are available to encourage students to pursue careers in the education or communication of the value of dairy products and the dairy industry. The winner receives a \$1500 scholarship while the other winners receive \$1000 scholarships. Up to five winners are recognized annually.

The **Kildee Scholarships** are offered in two categories. Graduate study applicants may include the top 25 All-American contestants in one

of the past three National Intercollegiate Dairy Cattle Contests plus the First and Second Place teams in the North American Intercollegiate Dairy Challenge National contests. These students are eligible to apply for up to two \$3000 graduate school scholarships. Undergraduate students may apply in their junior or senior year of college for one \$1000 Kildee Undergraduate scholarship. Applicants for this scholarship must have been one of the top 25 contestants at the National 4-H or FFA Dairy Judging Contests.

The **National Dairy Shrine Merton Sowerby Junior Merit Scholarship** recognizes and rewards current college juniors planning a career in the dairy industry. There will be a \$1,500 cash award given to the winner and two to five more \$1000 cash awards depending on the number and quality of applicants.

The **National Dairy Shrine Mike Lancaster Sophomore Merit Scholarship** recognizes and rewards current college sophomores planning a career in the dairy industry. There will be a \$1,500 cash award given to the winner and two to five more \$1000 cash awards depending on the number and quality of applicants.

Depending on the number and quality of applicants there will be two to four **Maurice Core Dairy Scholarships** awarded in the amount of \$1,000 to a freshman college student attending a four year agricultural college. This scholarship is sponsored from a fund created in honor of Maurice E. Core long-time industry leader and past Executive Director of National Dairy Shrine.

Two **NDS Marshall McCullough scholarships** of \$2000 and \$1,500 are awarded annually to high school seniors intending to enter a four year college or university and major in: Dairy/Animal Science with a Communications emphasis or Agriculture Journalism with a Dairy/Animal Science emphasis.

Up to two **NDS Iager Dairy Scholarships** will be awarded in the amount of \$1,000 to second year college students enrolled in a two-year agricultural college. This scholarship is sponsored by a fund created by Mr. and Mrs. Charles Iager of Fulton, Maryland.

There are three **Klussendorf** scholarships given in the amount of \$1,500 to students in their first, second, or third year at a two or four year college or university. Applicants need to major in Dairy or Animal Science with intentions to enter the dairy cattle industry.

There are four **McKown** scholarships given in the amount of \$1,500 to students in their first, second, or third year at a two or four year college or university. Applicants need to major in Dairy or Animal Science with intentions to enter the dairy cattle industry.

If you would like to apply for any of these scholarships, please visit the NDS website at www.dairyshrine.org to download the applications. If you have any questions, please contact the NDS office at info@dairyshrine.org. Winners of these awards will be announced this summer, with the presentation of awards to be held at the annual NDS awards banquet in Madison, Wisconsin on Thursday October 3, 2019.

RECOGNITION APPLICATIONS DUE MARCH 15

Denmark, Wis. – National Dairy Shrine is again seeking nominations for the dairy industries most prestigious recognition awards: Guest of Honor, Pioneer, and Distinguished Dairy Cattle Breeder.

The **Guest of Honor** is given to an active contemporary dairy leader for outstanding accomplishments and contributions to the dairy industry. It has been awarded every year since 1949 when Dean H. Kildee was named the first Guest of Honor.

Also each year, three to four living or deceased dairy leaders are honored as **Pioneers** by National Dairy Shrine for their service and leadership in the dairy industry.

Additionally, the **Distinguished Dairy Cattle Breeder** is an award which recognizes 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 fellow breeders throughout the country.

All these award honorees portraits and accomplishments are on permanent display in the National Dairy Hall of Fame at the National Dairy Shrine Museum in Fort Atkinson, Wisconsin.

Nominations or applications must be submitted on official forms by March 15. If you know someone who should be nominated for

these awards, please visit the NDS website at www.dairyshrine.org and click on "Awards" and then "Adult Applications" to view a complete listing of each award form. Then you can download the application for the respective award desired.

The annual National Dairy Shrine awards banquet will be held on October 3, 2019 in Madison, Wisconsin. For more information please contact the National Dairy Shrine Office at info@dairyshrine.org.

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

Donations for 2018 NDS Blue Ribbon Fund

Fred Hendricks
Roy & Karen Hetts
Nate Janssen
Janet & Steve Keller
Kevin Stiles
Ronald Eustice
Alicia Lamb
Gail Yeiser

Donations for 2018 NDS Scholarship Funds

Hettie Lancaster
Milk Source LLC
Chris & Jen Hill
Tim & Sharyn Abbott
Charles & Judy Iager
Amazon Smile Foundation
C Pete Knigge
Dale Van Vleck
David Pierson

Donations for Core Scholarship Funds

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Arlene Crosser
Kevin Stiles
David Selner
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Don Solberg
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Patricia Jenkins
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Phyllis Core
Julie Ziegler
Ray & Margaret Schooley

In Memory of Verne Adams

Donald Solberg
Earl & Betty Kehrmeier

In Memory of Jim & Verna Baird

Perry & Marcia Baird

In Memory of Craig & Laura Beane

Perry & Marcia Baird

In Memory of George Harris

Janet Harris

Donations for 2018 NDS Champion Fund

Matt Iager
Dennis Funk

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National Dairy Shrine - Important Dates

March 15, 2019

Applications due for Guest of Honor, Distinguished Dairy Cattle Breeder, and Pioneer Recognition Awards. Applications can be found at www.dairyshrine.org.

March 1 to April 15, 2019

All student applications will be accepted for the various National Dairy Shrine scholarships. Please refer to www.dairyshrine.org
For more information, procedures and application forms for all scholarships.

October 3, 2019

National Dairy Shrine Corporate Annual Meeting (Director elections, Business Meeting & Reports)
Also Annual Reception and Awards Banquet in Madison, Wis.

National Dairy Shrine
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If you know of someone not receiving the newsletter please have them send a current postal or e-mail address to the NDS office.

