

# THE CHRONICLE

WINTER 2021

HONOR PAST AND PRESENT DAIRY LEADERS. INSPIRE FUTURE DAIRY LEADERS. RECORD DAIRY INDUSTRY HISTORY. PROMOTE THE DAIRY INDUSTRY

Presidents Message:

## Paying it forward

Like many of you, I am looking forward to 2021! This past year has been challenging on so many fronts, but the future is looking up, and better days are definitely just around the corner.

The future is also looking bright for National Dairy Shrine. We are excited that Mike Opperman has taken over as our new Executive Director, taking over the reigns from Dr. David Selner who so ably led our organization as Executive Director since 2008. Mike shares the same enthusiasm and passion that David had for National Dairy Shrine, and we are definitely in good hands with Mike as our Executive Director moving forward.

You may have already noticed some of Mike's early influence. The Board of Directors and Mike have recently undertaken efforts to solicit input from the membership on National Dairy Shrine, with some insight results. Although we are still gathering input and processing what we've heard from you so far, early results have reaffirmed that the core mission of Dairy Shrine is still on point, including the importance of inspiring the future leaders of our dairy industry through our scholarship programs.

When I receive The Chronicle announcing the scholarship winners each year, I can't help but be impressed by the talent and accomplishments of these young women and men. That's when I really feel confident that the future looks bright for the dairy industry that we all love so much. This past year National Dairy Shrine has tapped into the skills of several of these students through our social media

committee, and those of you on Facebook have no doubt seen the increased number of Dairy Shrine postings, largely written by students on the social media committee.

I became a member of National Dairy Shrine when I was a student at Iowa State University. Since that was now over 40 years ago, the details escape me, but what I do remember is receiving my Dairy Shrine pin and certificate, which I still have. I suspect many of you also became members when you were in college. I feel strongly that this is perhaps one of the best times to become a member of Dairy Shrine. Even if some of these new student members get busy with other aspects of their lives and careers after graduation, that little pin remains a reminder that they are lifetime members of our great organization.

Over the past few years, several of us have decided to Pay It Forward by sponsoring lifetime memberships for graduating seniors at a few universities. By Paying It Forward, we help ensure that these future leaders will forever be members of Dairy Shrine. Any hopefully, they too will decide to Pay It Forward at some time in the future.

The Pay It Forward membership program is really quite simple. For example, at Iowa State, several alumni and friends have coordinated with the Dairy Science Club faculty advisor to provide funds to pay for lifetime memberships for graduating Dairy Science majors, with these memberships given at the annual Dairy Science Club banquet each spring. The interest from



By President,  
Dr. Dennis Funk

alumni and friends to support the program at Iowa State has continued to grow over the years to the point where we now have enough support and funds to ensure that each graduating senior receives a Dairy Shrine membership. Similar programs are taking place at the University of Minnesota, Cal-Poly, and Virginia Tech, and perhaps others. I hope some of you will consider Paying It Forward as well and that you'll contact the dairy club or department faculty advisor at your alma mater to get the ball rolling. It's a gift that keeps on giving, and a great way to support Dairy Shrine.

As a closing reminder, I hope all of you who use Amazon have been placing your orders using AmazonSmile. I'm not a big online shopper, and this is not an endorsement for Amazon, but when you place your Amazon order through AmazonSmile like I do, Amazon will donate 0.5% of eligible purchases to your favorite charitable organization. Mine is National Dairy Shrine. ●

NATIONAL DAIRY SHRINE

dairyshrine.org  
facebook.com/DairyShrine

National Dairy Shrine is 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.

# Survey Guides Long Term Plan

Last fall the National Dairy Shrine conducted a membership survey. With nearly 200 members responding, the survey provided great insights into how members feel about their organization, and will offer guidance toward developing future initiatives.

The National Dairy Shrine mission covers four pillars: honoring the past to preserve the history of the dairy industry, inspiring future leaders, managing the National Dairy Shrine museum and advocating for the dairy industry. When asked the importance of each of those mission pillars, respondents indicated that inspiring future leaders was at the top of the list.

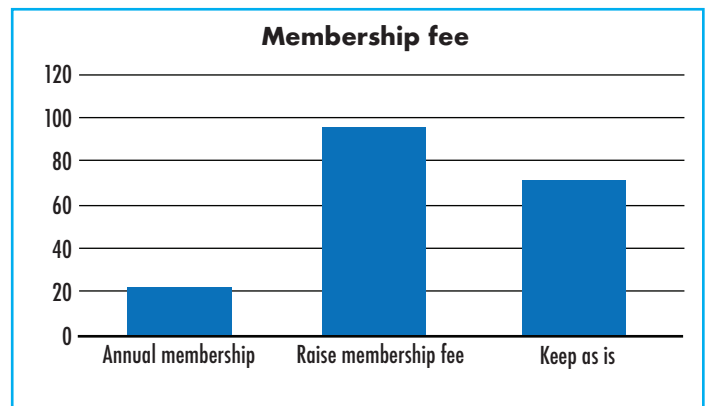
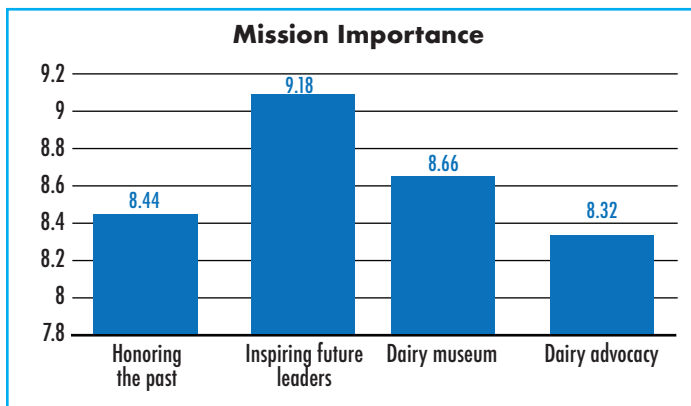
This shows that the commitment that Dairy Shrine makes toward providing scholarships to college students is following the correct path.

Results show that members feel the Dairy Shrine is providing an adequate number of adult awards as well as scholarships. While members indicated their support of the value of the scholarships, there is an indication that the value of the scholarships could be increased to reflect the rising costs associated with attending college.

When asked about membership fees, a majority of respondents indicated support for raising the lifetime membership fee.

While the results were very supportive and informative, the value of the data resides in how the results are used to make decisions regarding the future of your organization. This spring your Board of Directors will be developing a National Dairy Shrine long range plan and this survey information will play a key role in assembling that plan. Our goal is to have a full plan available for review by next fall.

We value your input as this plan is put together. If you have input you would like to share, or if you would like to see a complete survey report, contact the National Dairy Shrine office at [info@dairyshrine.org](mailto:info@dairyshrine.org).



# Fund Raising Program Kicks Off

While the National Dairy Shrine membership is core to the function of the organization, financial success and stability is dependent on donations to cover operational expenses. This winter the National Dairy Shrine fundraising committee developed a sponsorship program to guide and encourage future National Dairy Shrine donations.

The program has three pillars. The first pillar centers on annual fundraising programs offered to all membership. The first example of this was the email and direct mail program that should have reached your email or mailbox in December. Look for additional outreach throughout

the year to support this initiative.

The second pillar focuses on corporate sponsorship. A tiered sponsorship opportunity has been developed and materials promoting this program will be sent to dairy industry companies this month.

The third pillar focuses on individuals who could provide significant donations either at once or over a long period of time. This includes those who would consider including National Dairy Shrine in their retirement planning.



Our goal with this fundraising program is to provide resources that enable the National Dairy Shrine to solidify our future while increasing opportunities for the organization to live its mission. If you would like more information about the program, or to contribute to National Dairy Shrine, contact the office at [info@dairyshrine.org](mailto:info@dairyshrine.org).

Sponsorship opportunity materials will be sent to dairy industry companies this month.

## APPLICATIONS NOW AVAILABLE!

Applications for adult awards and scholarships are now available. Go to [www.dairyshrine.org](http://www.dairyshrine.org) to download forms or request from the national office at [info@dairyshrine.org](mailto:info@dairyshrine.org). Applications are due March 15.

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

***Donation NDS All Star Sponsor***

Dan and Karen Bernick  
Dennis Funk

***Donation NDS Champion Sponsor***

Calvin Covington  
Sheila McGuirk

***Donation NDS Blue Ribbon Sponsor***

Fred & Jackie Hendricks  
Highland Farms  
Lester Jones  
Nick and Nancy McGuire

***Donation NDS Supporter Sponsor***

Dale Bauman  
Ken Butcher

***Donation NDS Memorial Sponsor***

Don Solberg

***Donations for 2020 NDS Scholarship Funds***

Elizabeth Herges  
Seth Johnson  
Eric Paulson

***Donations for NDS \$200 from 200 Campaign***

John Bierbaum  
Cybil Fisher  
Nancy Hjetland Kunkel  
Ray and Margaret Schooley  
Larry Specht

***In Memory of Dr. Gene Freeman***

Dale Van Vleck

***In Memory of Marvin Nunes***

Richard Chichester

***In Memory of Dr. Lee Majeskie***

Cindy Warner

***In Memory of John Morris***

Cindy Warner

***In Memory of David Weickert***

Robert & Vivian Miller  
Robert Walton

***In Memory of Robert Bakewell***

Robert Walton

***In Memory of Bob Basse***

Robert Walton

***In Memory of Ernest Berousek***

Robert Walton

***In Memory of Dick Brooks***

Robert Walton

***In Memory of Jim Cavanaugh***

Robert Walton

***In Memory of Maury Core***

Robert Walton

***In Memory of Matt Dietrich***

Robert Walton

***In Memory of Max Drake***

Robert Walton

***In Memory of Alan Hetts***

Robert Walton

***In Memory of Philip Higley***

Robert Walton

***In Memory of Bill Knox***

Robert Walton

***In Memory of Willard Krueger***

Robert Walton

***In Memory of Wally Lindskoog***

Robert Walton

***In Memory of Dr. J. L. Lush***

Robert Walton

***In Memory of Doug Maddox***

Robert Walton

***In Memory of Dr. John McKittrick***

Robert Walton

***In Memory of John Moffett***

Robert Walton

***In Memory of Larry Moore***

Robert Walton

***In Memory of Gene Nelson***

Robert Walton

***In Memory of Charlie Norton***

Robert Walton

***In Memory of Cindy Walton Pederson***

Robert Walton

***In Memory of Jan Walton***

Robert Walton

***In Memory of Rock Prentice***

Robert Walton

***In Memory of Dr. Harold Schmidt***

Robert Walton

***In Memory of Jean Louis Schrago***

Robert Walton

***In Memory of Ivan Strickler***

Robert Walton

***In Memory of Ken Young***

Robert Walton

***In Memory of Al Basse***

Robert Walton

***In Memory of Merton Sowerby***

Robert Walton

***To Honor Ron Eustice***

Robert Walton

***To Honor Dr. David Selner***

Arthur Nesbitt  
Robert Walton

***To Honor Corey Geiger***

Robert Walton

***To Honor Earl Kehmeyer***

Robert Walton

***To Honor Tom Kestell***

Robert Walton

***To Honor Ray Kuehl***

Robert Walton

***To Honor John Meyer***

Robert Walton

***To Honor Paige Pedersen***

Robert Walton

***To Honor Dr. Bob Rowe***

Robert Walton

***To Honor Larry Tande***

Robert Walton

***To Honor Jackie Dougan Jackson***

Robert Walton

***To Honor Donald Steffen***

Richard and Eileen Hartzell

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## National Dairy Shrine Donation Pledge Form

I would like to contribute to enhance the National Dairy Shrine mission of encouraging future dairy leaders with scholarships, recognizing National Dairy Hall of Fame individuals and recording dairy events, people and history in a museum.

Name \_\_\_\_\_

\$25 - \$50 Memorial Donation

Address \_\_\_\_\_

\$51 - \$100 Supporter Donation

City/State \_\_\_\_\_

\$101 - \$500 Blue Ribbon Donation

Zipcode \_\_\_\_\_

\$501 - \$1,000 Champion Donation

E-mail \_\_\_\_\_

\$1,001 and above All Star Donation

Phone \_\_\_\_\_

If you are not able to contribute today, please remember NDS in the future or as part of your estate planning.

**Mail to: National Dairy Shrine, PO Box 68 Fort Atkinson, WI 53538 or go to [www.dairyshrine.org](http://www.dairyshrine.org)**

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