

THE CHRONICLE

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

FALL 2021

Presidents Message:

Expo...it was great to be back!

It was great to be back at World Dairy Expo this year, celebrating with many of our Dairy Shrine friends and family. Although the last two years have been a challenge for all of us, the Dairy Shrine has embraced this time as an opportunity to reflect, plan, set goals, and work hard on initiatives that emulate the mission of this great organization.

Our key pillars remain the same, as we inspire future leaders through scholarships for a vibrant dairy industry, honor our outstanding past and present leaders, and preserve, record, and archive the events and achievements in the museum in Fort Atkinson, Wisconsin.

If you were able to travel to Expo this year, we hope you had the opportunity to visit the Dairy Shrine booth which has a new and beautiful location directly inside the coliseum.

Hopefully you noticed a new logo, browsed the website platform, purchased a few Shrine items or engaged with members in the exhibit.

The awards banquet was completely sold out with over three hundred guests in attendance, as we recognized the award and scholarship winners and achievements from the last two years. This year, we partnered with World Dairy Expo on "Career Connection" which allowed students the ability to interact directly with dairy business leaders in the hiring process.

Dairy Shrine was relevant in 1949 and continues that tradition today. We can attest to the outstanding quality of our student scholarship winners as we award over \$40,000 annually. Our youth continue to be engaged in

the organization and our social media success and presence on Facebook has been largely due to student involvement. Be sure to "LIKE" National Dairy Shrine on Facebook.

The Dairy Shrine museum continues to attract thousands of visitors each year and regional tourism locally has grown since the pandemic. There are new displays with more rotation which continue to showcase the past, present, and future of the industry.

This organization has been blessed with many great leaders, volunteers, and supporters that give of their time, talents, and treasures, for the betterment of the dairy industry. We thank Dr. Dennis Funk for his outstanding service this past year. We also thank Dr. David Selner for his many years serving as Executive Director. We wish him all the best in his retirement.

Our new, Executive Director, Mike Opperman, has done a fabulous job this past year. We look forward to the new direction and leadership from Mike and welcome him to our team.

Membership, like any other organization, continues to be challenging, but having a one-time \$50 donation goes a long way in our mission. Dairy Shrine is a 501(c)3 tax exempt charitable organization and your donations are tax deductible. We have many generous supporters that understand our mission. We hope more individuals, businesses, and corporate sponsors will seek to position themselves as partners with Dairy Shrine. Whether it be at holiday time, naming a new scholarship, or incorporating Dairy Shrine into your estate



By President,
Matt Lager

plan, your giving directly supports our youth, educates our public, and benefits in some unique way our entire dairy industry.

I am humbled and honored to serve as president for Dairy Shrine over the next year and look forward to serving all of you. I still vividly remember joining the organization in 1989 while 4-H judging at Madison as well as accepting a Kildee Scholarship in 1992. For me those seeds were planted at a young age to help continue the tradition of serving and giving to an organization that supports dairy youth.

Your Dairy Shrine leadership is to serve the membership and enhance the direction of this organization to remain vibrant and strong, relevant and sustainable, while preserving our history and inspiring our future. If you have any questions or comments or willingness to serve on a committee, please reach out to myself, Mike, or any board member. Together, we can treasure our past, embrace our present, and inspire our future for an industry that will continue to serve for many generations. ●



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.

A Return to World Dairy Expo



Dairy Shrine Membership sponsors



Dairy Shrine WDE sponsors



Dairy Shrine Banquet sponsors

Datamars Livestock

Wisconsin Holstein Association

DairyBusiness

World Wide Sires

VitaPlus



Dairy Shrine Award Winners



2020 Guest of Honor Jay Mattison presented by Joel Hastings.



2021 Guest of Honor John Meyer presented by Dennis Funk.



Matt Lager with 2020 Distinguished Dairy Cattle Breeder David Patrick.



Randy Gross with 2021 Distinguished Dairy Cattle Breeders Kay Zwald and Bob Zwald.



Dairy Shrine Award Winners



2020 Pioneers: Tina Larson, Bea Shenkenberg representing Harold Barnum, Anne Schmidt and Joyce Bringe representing Dr. Allan Bringe and Rosalie Geiger on behalf of Randy Geiger.



2021 Pioneers: Darrell Pidgeon, Dieter Krieg, Bonnie Ayars, and Ric Grummer



4-E Award Recipients Roger and Peggy Borgwardt, Rick and Peggy Daluge presented by Nate Janssen.



Dairy Shrine Scholarship Winners



Matt Lager with Klussendorf/McKown scholarship winners Caitlin Cox, Hayley Fernandes, Carly Strauss, Gracelyn Krahn, Mackenzie Ullmer, and presenter Corey Geiger.



Matt Lager with Kildee Scholarship winner Sarah Thomas.



Matt Lager with Maurice Core Scholarship winners Caroline Arrowsmith, Elise Bleck, and Awna Hirsch.

"It was an honor to be one of the recipients of the McKown Scholarship. I greatly enjoyed having the opportunity to attend the reception and meet other scholarship recipients, as well as the lovely banquet. Dairy, its industry, its cows and all of the individuals involved within it are an integral part of my life. I would like to give back to an industry that has given me so much."

- Caitlin Cox



Matt Lager with Lager Scholarship winners Gracelyn Krahn, and Payton Erbsen



Matt Lager with Marshall E. McCullough Scholarship winner Kelsey Biel.





Matt Lager with DMI Education & Communication Scholarship winners Ashley Hagenow, Amelia Hayden, Brianna McBride, Jessica Schmitt, Bailie Shultz, Mikayla Peper



Matt Lager with DMI Milk & Dairy Product Marketing Scholarship winners Isabelle Lindahl, Robert Marchy, Christine Putman

“Thank you for awarding me with the honorable Dairy Shrine/DMI Communications Scholarship. This support proves the generosity of both organizations and pushes students like me to work hard in school and activities.”
 - Jessica Schmitt



Matt Lager with Mike Lancaster Sophomore Merit Scholarship winners Kendra Waldenberger, George Sebright, and Anton Schiller.



Matt Lager with Merton Sowerby Junior Merit Scholarship winners Nicholas Seitzer, Matthias Annexstad, Hayley Fernandes, Galen Combs, Leif Annexstad, and Sarah Lehner.



Matt Lager with National Student Recognition Award winners Eva Doornink, Cynthia Hamlett, and Brock Irwin.



One-on-one with Dr. Dennis Funk

First in a series of conversations with National Dairy Shrine supporters.

Retired from ABS Global, Dr. Dennis Funk is a former dairy science professor at University of Wisconsin-Madison and previously worked in research with the Holstein Association. He has been a National Dairy Shrine member since college days at Iowa State University. A longtime annual contributor to NDS, Dr. Funk and his partner recently established a lasting legacy for our organization through their estate plans.



Dr. Dennis Funk

What does National Dairy Shrine mean to you?

Like a lot of people, I became a member in college and have remained involved with the dairy industry my entire career. While on the faculty of UW-Madison I took on a more active role as a member as my students applied for and received many NDS scholarships. I feel strongly about what NDS does for the industry.

What NDS mission is most near-and-dear to your heart?

That's really like picking a favorite child! I appreciate and have nominated dairy leaders for the adult awards programs. And since I live close to the museum, I feel passionate about the ways it celebrates the history and evolution of the industry. But what most inspires me today is the Dairy Shrine scholarship program. Seeing the scholarship applications and quality of students who are applying gets me excited for the future and what the organization does to inspire and support college education.

Why did you provide for NDS in your estate plan?

During the pandemic, my partner and I decided to update our wills and leave a proportion of our final estate to charity. As we considered so many worthwhile charities, National Dairy Shrine stood out. It's not a megacorporation; we know the organization runs lean without a lot of overhead. We have confidence that NDS will be good stewards of the funds.

Is your estate gift earmarked for a specific NDS project?

The funds we've designated to Dairy Shrine are unrestricted. We hope to help bolster the reserve fund so that monies can be used to support the area of greatest need. We feel comfortable the money will be used judiciously for causes we care about.

What was involved in making this provision?

Our attorney helped us set everything up. It is fairly straightforward with the charity designations made proportionally. The executor of our estate will be responsible for ensuring our plans are followed.

Thinking about providing for National Dairy Shrine in your estate plan? Contact Mike Opperman, Dairy Shrine Executive Director, at info@dairyshrine.org



It's the Season of Giving

As you go through your end-of-year finances, consider adding Dairy Shrine to your donation list. Remember that Dairy Shrine is a 501(c)3 organization, so any donation is tax deductible.

The Dairy Shrine has a number of initiatives planned for 2022 that require funding. Those projects include:

- Museum upgrades: A technology update that would allow for video displays in some of the educational areas, in addition to a revision to the National Champions display
- Scholarships: Dairy Shrine provides more than \$40,000 annual-

ly in scholarships to college students. Your contributions will help support this effort

- Memberships: The Dairy Shrine will be providing memberships to young dairy leaders through a number of initiatives in 2022. Through your donation you can sponsor these new Dairy Shrine members

Remember that a Dairy Shrine membership makes for a great Christmas gift! Also, turn the page for more great Christmas gift ideas! ●

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

Donation DS Supporter Sponsor

Dale Bauman

In Memory of Russell Wirt

Bernie Heisner
John & Bonnie Ayars

In Honor of Donald V. Seipt

Art Nesbitt

In Honor of Bob Heilman

Art Nesbitt

In Honor of Ken Raney

Art Nesbitt

In Memory of Jim Borcharding

Chester Peterson

In Honor of Dr. David Selner

Bernie Heisner
Duwayne Kutz

In Honor of Dieter Krieg

Art Nesbitt

In Honor of John Meyer

Art Nesbitt

In Honor of William Nichol

Art Nesbitt

In Honor of Horace Backus

Art Nesbitt

In Memory of A.E. "Gene" Freeman

Dale Van Vleck

In Honor of Roger Ripley

Duwayne Kutz

In Memory of Tom Lyon

Duwayne Kutz
Ray and Margaret Schooley

In Memory of George Miller

Julie Ziegler

In Memory of Michael Barnes

Julie Ziegler

In Honor of John Schouten

Duwayne Kutz

In Memory of G. Joe Lyon

Ray and Margaret Schooley

In Memory of Steve Hendress

Julie Ziegler

In Memory of Robert Sommers

Julie Ziegler



A New Vision for Dairy Shrine

A year ago a survey was delivered to Dairy Shrine membership with a goal of validating certain aspects of the organization and identifying new opportunities and programs to enhance Dairy Shrine activities. The results of that survey helped guide the development of a long-range strategic plan, which was adopted at the 2021 board of directors meeting.

This long range plan identified several key factors for the organization. First, a new mission statement for the organization was adopted. Our new mission is as follows:

The Mission of National Dairy Shrine is to strengthen a vibrant dairy industry by inspiring its future, honoring its past, and preserving its history

The plan also revealed a need to revitalize the organization through updated communications. This path led to the creation of a new logo, which you can see on this page. A special thank you to Ryan Ebert (www.ebertphoto.com) for developing the new logo.

We are also happy to announce the development of a new website, which can be found at www.dairyshrine.org by the end of the year. The new website carries more modern creative elements and streamlines some of the communications to make viewing the content on the site easier to read and navigate. Thank you to Custom Creative (www.customcreative.com) for building this new site.

One of the things that can be ordered through our new site are Dairy Shrine bags and t-shirts. Feel free to go to www.dairyshrine.org to order yours today!

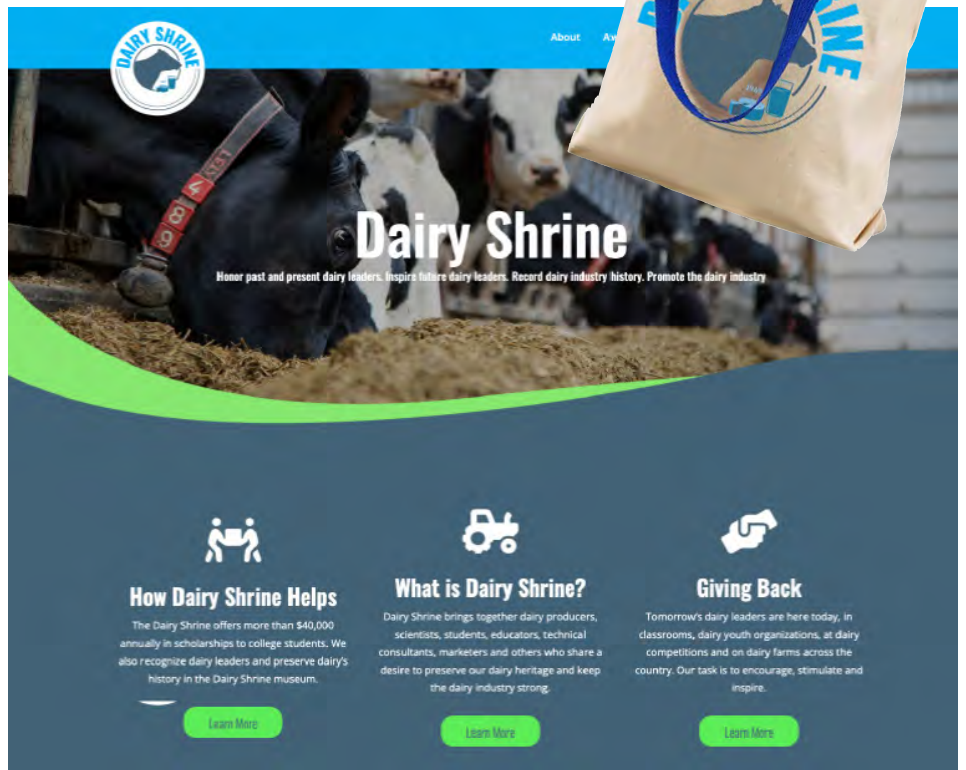
Finally, the long range plan also calls for a new committee structure. The new committees are:

- Communications
- Outreach
- Events
- Museum
- Fundraising
- Executive

Each committee will be led by a member

of the Executive team and will be made up of existing board members. However, these committees will also be made up of Dairy Shrine members with an interest in helping the organization through their time and talent. This is a great opportunity for you to get involved with the Dairy Shrine and support an important organization in the dairy industry. If you would like to participate on a Dairy Shrine committee, please contact Mike Opperman at info@dairyshrine.org.

This new vision for the Dairy Shrine signifies a strong commitment to the future of the dairy industry without forgetting about the 70-plus years of history that has led the organization to this point. We hope you will considering supporting this vision for the future. ●



We would like to thank Ryan Ebert (ebertphoto.com) for taking photos during our World Dairy Expo reception and banquet. If you would like to see all of the photos and order prints, please visit ryanebert.shootproof.com/gallery/DairyShrine. You can use your own email to log in, then enter the password: cheese. Photos will be available until January 1, 2022.





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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 - \$99 Supporter Donation

City/State _____

\$100 - \$499 Blue Ribbon Donation

Zipcode _____

\$500 - \$999 Champion Donation

E-mail _____

\$1,000 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

