

THE CHRONICLE

SUMMER 2021

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

Presidents Message:

Looking to the future

Like many of you, I am really enjoying this summer, being able to see and interact with family and friends on a more “normal” basis. Attending county fairs, family reunions, and other summer-time activities seems extra special this year, something I probably took too much for granted in previous years.

Despite the pandemic, your National Dairy Shrine Board and Executive Director have had a busy and eventful year so far. As we all know, the dairy industry continues to evolve in many dynamic directions. This evolution precipitated the National Dairy Shrine Board to develop an updated strategic plan for National Dairy Shrine. A survey to solicit input from the

membership was developed and emailed to nearly 2500 members.

What did we learn from the survey? Perhaps most reassuringly was that the basic mission and direction of National Dairy Shrine is still on track: honoring past and present leaders of the dairy industry in the National Dairy Hall of Fame; inspiring future dairy leaders with scholarships and educational encouragements; recording significant dairy events and achievements at a dairy museum that provides education, historical preservation, and an enjoyable educational experience; and to highlight the dairy industry’s positive contributions to society.

Despite the survey confirmation, there is always room for improvement! The survey results have been helpful in the development of an updated strategic plan that will keep the Board focused on the priority projects and programs moving forward. Our goal is to have the strategic plan approved at our Board meeting in late September. Look for details of the updated plan later this fall.

Not being able to get together with my industry and dairy colleagues at World Dairy Expo last year was a big void. But it looks like Expo will be close to normal this year, at least for US participants. The same holds true for our Dairy Shrine events at Expo. We hope to see many of you at the National Dairy Shrine Annual Meeting, Social Hour, and Awards Banquet on Thursday, September 30. De-



By President,
Dr. Dennis Funk

tails on the schedule and ticket information can be found elsewhere in this newsletter.

We also have some exciting news regarding the National Dairy Shrine booth at Expo. For business and personal reasons, Bonnie Moore has decided not to renew her booth space at the entrance to the Coliseum, and National Dairy Shrine will be located in this location for Expo 2021. This will allow us to have one of the most visible and accessible booth locations at Expo. Please stop in and visit us during Expo Week at our new booth location!

Lastly, it has been a pleasure and an honor serving as President of National Dairy Shrine this past year. We have an enthusiastic Board of Directors and an outstanding and capable new Executive Director. The future of Dairy Shrine is very bright indeed. And I’m already looking forward to seeing many of you at Expo in late September. ●

Highlights

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NATIONAL DAIRY SHRINE

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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.

Meyer Named Guest of Honor

John M. Meyer, the respected Chief Executive Officer/Executive Secretary of Holstein Association USA, Inc., Brattleboro, Vermont, is being presented with National Dairy Shrine's highest recognition this year, the Guest of Honor award. This annual award recognizes a contemporary dairy leader for their outstanding accomplishments and contributions to the dairy industry.

Meyer grew up in Fort Atkinson, Wisconsin. His late father, Eugene C. Meyer, Managing Editor of Hoard's Dairyman, achieved the Dairy Shrine Guest of Honor award in 1986. The Meyers are the first father and son in the history of Dairy Shrine to have won Guest of Honor and were the first to serve as Dairy Shrine presidents, Eugene in 1981 and John in 2004. After graduating from the University of Wisconsin-Eau Claire, John became Director of Sales and Marketing for NASCO (1981-90) and then Terry Printing (1990-96) in his home state.

Breed Association Leader

For the last 25 years, John Meyer has held leadership roles at the Brown Swiss and now Holstein national breed associations where he has had an enormous, positive impact throughout the dairy industry. At both organizations, he leveraged his astute business acumen and people skills to create significant financial turnarounds, while introducing new programs and being a strong advocate of breed associations and other dairy organizations working together for the benefit of all dairy producers. As nominator Steven Larson, retired Managing Editor of Hoard's Dairyman, says, "To each position John has held, he brought business savvy, a penchant for hiring and motivating good people, a spirit of industry cooperation, and, above all, dedication to improving the lives and livelihoods of his organization's members and others in the dairy industry."

As CEO/Executive Secretary of the Brown Swiss Cattle Breeders' Association from 1996 to 2001, Meyer initiated members' hands-on involvement in the bull selection process with A.I. organizations through the development of two young sire sampling programs, Swiss Pride and Swiss Progress Sires. He strengthened the

breed's youth programs, helped enhance the joint classification program involving Brown Swiss, Guernsey and Milking Shorthorn, fostered the joint office occupancy arrangement with the Milking Shorthorn Association, and outsourced publication of the Brown Swiss Bulletin. While working for the Brown Swiss Association, Meyer also developed the Exclusively Swiss Baby Swiss cheese program. These initiatives brought about renewed enthusiasm for the Brown Swiss breed and resulted in a significant gain in new members during his tenure.

Holstein Turnaround

In 2001, Meyer was appointed CEO/Executive Secretary of Holstein Association USA, Inc. (HAUSA), the world's largest dairy breed organization. At that time, the organization had lost money on operations for 13 consecutive years. In just two years under Meyer's leadership, the Association went from continual losses to a profit on operations of \$200,000 and has remained financially sound ever since. In Meyer's second year, HAUSA launched Holstein COMPLETE, a program which bundles registrations, classification, production records, genetic reports, pedigrees, and membership into one package.

Under Meyer's direction in 2004, HAUSA acquired AgriTech Analytics, a Dairy Records Processing Center in Visalia, California. Also in 2004, HAUSA and National DHIA announced a cooperative agreement to begin initial implementation of premise and animal identification using the Association's National Farm Animal Identification and Records (FAIR) program. In 2006, Meyer worked with other dairy organizations to form IDairy™, a coalition designed to bring segments of the dairy industry together and move forward on animal identification. In 2014, under Meyer's purview, HAUSA and Zoetis introduced Enlight®, a comprehensive online management tool to help Holstein producers more efficiently manage herd genetics. With Meyer at the helm, HAUSA successfully completed agreements with the Brown Swiss, Guernsey, Milking Shorthorn and Red & White dairy cattle associations for HAUSA to provide breed registry and genetic services, and developed a partnership with the American



John M. Meyer

Guernsey Association for HAUSA to classify that breed's animals. In 2018, Meyer's vision became reality when the Holstein Association's Holstein America program premiered on RFD-TV. These biannual shows feature stories of excellent dairy cattle breeders and the role those breeders play in producing the most nearly perfect food...milk.

"By applying the 'what gets measured gets done' approach to developing goals, creating action plans, expecting accountability and communicating progress and results, John's leadership has turned HAUSA into the shining example of a serviced based, member focused organization adding value for those who participate in its programs," says Randy Gross of South Dakota, 2006 HAUSA President. Corey Geiger, Hoard's Dairyman Managing Editor and 2019-21 HAUSA President, agrees saying, "With a sure and steady hand and quiet demeanor, Meyer has played a major role in applying a management-by-objective approach to breed organizations, in launching landmark achievements in animal identification technology, in working towards industry cooperative agreements, and in adding value to the label 'registered'."

Over the years, Meyer has lent his considerable talents to other industry boards as well. He has been President of the National Pedigreed Livestock Council; Chairman of the Council on Dairy Cattle Breeding; a Board member on the National Mastitis Council; member of the Animal ID Task Force of the National Institute for Animal Agriculture; a Councilor for the World Holstein Friesian Federation; and a member of World Dairy Expo's Dairy Cattle Committee. In 2010, he received the National Pedigreed Livestock Council's "Continuous Service" Award. ●

Distinguished Dairy Cattle Breeder Goes To Bob & Kay Zwald

Bob and Kay Zwald, the husband and wife team from Bomaz, Inc., Hammond, Wisconsin, are National Dairy Shrine's Distinguished Dairy Cattle Breeder Award winner for 2021. This annual award goes to an active, progressive dairy breeder who excels in the management of a dairy herd based on sound genetic and business principles.

The Bomaz prefix is a household name in Holstein circles, known for its profitable, productive cows with high components and breed leading bulls in A.I. programs. Three generations of the Zwald family have been involved in this farm since it was established by Bob's parents and later taken over by Bob and his brother Greg in the 1970s. From a herd of 25, and then 100 cows, in a tie-stall barn, the herd expanded in 1996 to 400 cows in a free-stall barn and parlor set-up.

Bob and Kay took over the farm about ten years ago and today operate it with two of their five children and their spouses – Annette (Steve Schalla) and Tom (Ashley). Bob is the farm manager and in charge of the genetics program, while Kay is the calf manager. A recent expansion at the farm has added two more sand bedded free-stall barns and a 40-stall rotary parlor enabling the Zwalds to now milk a total of 1500 cows, in addition to raising 1200 heifers. Cows are fed a TMR once a day with most roughage and grain raised on the farm's 2500 acres. This entirely registered Holstein herd, which is 98.7% homebred, has classified and production tested since the beginning.

Blue-Collar Cows

Bob and Kay place a high focus on genetics in their breeding program. They aim for that "blue-collar" working cow who will be profitable, long living and thrive in a commercial environment. Their custom selection index places 50% emphasis on production traits (fat and protein) and 50% on health traits. The Zwalds genomic test all of their calves to identify those with superior genetics. The highest females enter their extensive embryo transfer program. Each week four or five donor animals

are conventionally flushed at Bomaz, while every other week 25-30 animals undergo in vitro fertilization (IVF). They implant 400 embryos each month. Approximately 40% of their calves are the result of embryo transfer.

Bob's genetic insight, combined with quick adoption and recognition of new breeding tools and traits, has consistently led this Wisconsin farm to breed some of the highest Holstein animals for Net Merit (NM\$) and TPI in the world. The Zwalds have bred 121 Gold Medal Dams, 80 Dams of Merit, 11 Gold Medal sires, and 1415 cows with over 100,000 lbs. milk lifetime, all with the Bomaz prefix. They have earned Holstein Association USA's Progressive Genetics Herd Award for 30 straight years and won the Herd of Excellence Award three times. They have exported bulls and embryos to eight foreign countries with bulls like Maxdairy Nihoro-ET in Japan, and Bomaz Eurostar and Bomaz RUW Mystic PP in Germany, being very popular in those countries.

A.I. Contributors

The Zwalds have been supplying A.I. organizations with high quality Holstein sires since 1979. In total, more than 450 bulls carrying the Bomaz prefix have entered A.I. programs around the world in the last 40+ years. Bomaz was one of the leading herds making A.I. sires prior to the introduction of genomics, and they continue to be a major source today sending 40-50 bulls per year to A.I. studs.

Nearly every cow at Bomaz traces to one of two cows. The first cow that "put Bomaz on the genetic map" was Bomaz Valiant Daphne (VG-88-GMD-DOM). Daphne had nine sons in A.I. with the most impactful being Bomaz Destruction. Many outstanding females from this line have become "bull mothers" like Bomaz Daggat D Pizza, and Bomaz Yoder 6993 and her daughter Bomaz Topshot 7892. A number of breed leading TPI and NM\$ bulls like Bomaz Marion Emerald 648-ET and the recent Bomaz AltaTopshot-ET, a former number one NM\$ sire from the Pizza branch, originate from this family.



Bob & Kay Zwald

The second influential brood matron at Bomaz was Dalse Bomaz 1551 (EX-90-GMD-DOM), who was purchased as a heifer in 1996. Many respected bulls have come from the 1551 family like Bomaz Homestead, Bomaz Boulder-ET and Bomaz Skywalker-ET. On the female side, one of the most significant members has been Bomaz Numero Uno 5904-PO, whose line has resulted in some of the most highly sought after "Polled" genetics in the breed and produced such bulls as Bomaz Monument-P-ET and Bomaz Atomic-PP-ET.

Honest, hard working, full-time dairy farmers, Bob and Kay are very active in their community and the dairy industry. Bob has judged many fairs in Wisconsin and Minnesota. He, along with Charles Kruschke, have coached the St. Croix County 4-H Dairy Cattle Judging Team for more than 40 years. Over 35 of those St. Croix judging teams have gone on to compete at the state level, with four capturing first place and the 1983 team winning the National 4-H Dairy Cattle Judging title at World Dairy Expo. Kay is a Director for Dairy Farmers of Wisconsin and previously served as a Director for the Professional Dairy Producers of Wisconsin. She was on the local school board for 25 years, spent many years as a 4-H leader, and several years on the St. Croix County Fair Board. Very involved in their church, Kay is just finishing up a four-year term on the church's leadership team. She is also part of the St. Croix County Dairy Promotion Committee and its Farm City Committee which annually organizes a day at a farm that draws thousands of visitors. ●

Dairy Shrine Pioneers Announced

Four outstanding individuals are being honored with National Dairy Shrine's Pioneer Award this year in recognition of their significant contributions to the dairy industry. Each will join a distinguished group of industry leaders whose portraits and stories are displayed in National Dairy Shrine's Dairy Hall of Fame and Museum in Fort Atkinson, Wisconsin.

Youth Dairy Advocate

Bonnie Ayars, the respected dairy cattle breeder, teacher, coach, and agriculture advocate from Mechanicsburg, Ohio, is among the honorees. 4-H impacted her youth and a special Jersey cow project helped to finance her college education as a music major. However, the dream changed, and she eventually graduated from The Ohio State University with a degree in Home Economics Education and a minor in music. Then back to a different farm and new dreams in 1972 when she and husband John were married.

The couple bred and developed one of the nation's finest Guernsey herds with the Land of Living prefix and then added the partnership of New View Swiss. Over 20 National Show champions, numerous All-Americans, bulls in A.I., and leading production animals were bred and developed by the couple and their sons. Today the farm is home to a select group of cows that continue to perpetuate quality genetics and show winners.

"Bonnie is a woman of enormous ability, accomplishment and humility," says nominator Dr. Katharine Knowlton. "While her accomplishments are varied, it's her work with young people and non-ag audiences that is her greatest impact. In those areas, Bonnie Ayars is absolutely one of the best of all-time."

A passionate and engaging educator, Ayars has been a teacher for 48 years. She initially taught high school and middle school Family and Consumer Science but also worked in guidance and was a teacher consultant for the Ohio Department of Education. In 2006, Ayars accepted a position at Ohio State University as a Dairy Program Specialist and working with all 4-H dairy programming, coaching the collegiate and 4-H judging teams, and teaching in the Animal Sciences Department. She eventually transitioned to only the collegiate portion of her appointment but continues to work with 4-H dairy programs.

The Ohio State team won the National



Bonnie Ayars

Intercollegiate Contest at World Dairy Expo in 2019. Former OSU judging team member, Hannah Thompson-Weeman of Virginia, says, "Ohio State's dairy judging program, the dairy community as a whole, and that of the many students she has taught and coached, are unquestionably brighter due to Bonnie's influence." Dave Fischer, retired Extension and 4-H Dairy Educator from the University of Illinois, says of Bonnie, "I know of no one in the dairy industry and educational system who is more dedicated to teaching young people for the advancement and improvement of the dairy industry."

Ayars created a path for women in agriculture as she has judged local, state and national dairy shows including World Dairy Expo's Guernsey Show in 2006 and the National Guernsey Junior Show in 2012. Amid life on the farm and in the classroom, she began to pursue writing and putting her thoughts together for newspaper columns, magazine articles, story books, and creative poetry. A popular speaker for national dairy breed conventions, student groups, and local and community programs. She has collaborated with cable television shows to demonstrate the preparation of dairy based recipes, supported the American Dairy Association-Mideast in live and video promotions and events, and provided cows and leadership for educational displays at Ohio State Fair.

Ayars was World Dairy Expo's 1994 Dairy Woman of the Year, Ohio's 1993 Agriculture Woman of the Year, and received Hoard's Dairyman's Youth Service Award in 2015. In 2011, Bonnie and John were presented with both the Ohio and American Guernsey Associations' Outstanding Service Awards. Together they earned the OSU Dairy Science Hall of Service award in 1999 and were inducted into the Ohio State Fair Hall of Fame in 2012.



Dieter Krieg

Bonnie has been a 4-H leader, member of the National Holstein Foundation Board, Ohio 4-H Foundation Board, and previously served on the Dairy Shrine Board.

Farmshine Publisher

Among the honorees is **Dieter Krieg**, the founder, publisher and editor of the highly regarded Farmshine Newspaper based in Brownstown, Pennsylvania.

Born in communist East Germany in 1945, Krieg was 10 years old when his family left Germany and emigrated to the United States. After graduating with a Bachelor of Science degree in Dairy Science from Pennsylvania State University in 1967, Dieter worked at home and at friends' farms for several years. In 1974, he embarked on his journalism career, first as farm editor of the Pennsylvania Mirror, followed by the editorship of Lancaster Farming.

In 1979, Krieg established Farmshine Newspaper. It was the first dairy-focused weekly newspaper in the nation. As Dale Olver of Pennsylvania State University, states: "Dieter has been a trailblazer in dairy journalism and occupies a special place in supporting and educating dairy producers and youth."

Krieg continues to serve as editor, feature writer, layout designer and publisher – while growing his newspaper and publishing 51 weekly editions a year. His staff includes his wife, daughter and son-in-law. Krieg's personal interviews and stories with top dairy producers and leaders from across the United States, along with his regular editorial commentary, spark thought, discussion and change. Mary Shank Creek of Maryland says: "Dieter is relentless in his commitment to serving agriculture and the dairy industry. He is not afraid to tackle controversial issues and takes great effort to show an unbiased report, while allowing editorials that

stimulate thought.”

Krieg works with every dairy breed organization in Pennsylvania and all of them buy subscriptions for their membership. Now in its 42nd year, Farmshine has over 13,000 subscribers across 48 states and several foreign countries.

Humble, dedicated and enthusiastic, Krieg has given a lifetime of devotion to the dairy industry. He has logged over one million miles visiting dairy farms and reporting on dairy events across the United States, with one of his cars accounting for over 700,000 of those miles! As Kenneth Rainey of Pennsylvania states: “For over 40 years, Dieter has literally travelled the country covering dairy events and dairy farmers and has fairly represented the dairy industry in all he does.”

Krieg is currently a member of the National Holstein Foundation Board of Trustees and Philadelphia Society for the Promotion of Agriculture. He previously served on the National Dairy Shrine Board, Penn State Ag Alumni Council, and All-American Dairy Show Improvement Committee. He received the Distinguished Alumnus Award from Penn State’s College of Agriculture’s Department of Dairy and Animal Science in 1986, the Penn State Dairy Science Club Dedicattee Award in 1991, the Pennsylvania Cooperative County Extension Agents Award in 1988, and the Obie Snider Award at the 2008 All-American Dairy Show.

Respected Nutritionist

Among the 2021 Pioneer honorees is **Dr. Ric Grummer** of Fitchburg, Wisconsin, Emeritus Professor, Department of Dairy Science, University of Wisconsin-Madison (UW), the respected dairy cattle nutrition researcher, educator, and consultant whose lifetime of industry leading work in transition cow nutrition and management has benefited dairy farmers worldwide.

Born in 1955, Dr. Grummer obtained his Bachelor of Science degree in Dairy Science from the UW in 1977 and his Master’s (1980) and Ph.D. (1984) degrees in Dairy Science at the University of Illinois, Urbana-Champaign. He joined the UW Department of Dairy Science as an Assistant Professor in 1984 with research and teaching responsibilities. During his 26-year career at the UW he progressed to the rank of Professor and served as the Dairy Science Department’s Chair from 2004-10.

Grummer’s early research at the UW evaluated the effects of bypass fats, oilseeds and tallow on rumen fermentation and lactation

performance that led to practical recommendations for dairy producers to optimize milk fat production. His most impactful research, however, came in the “transition cow” area. As Dr. Randy Shaver, Professor Emeritus from the UW Dairy Science Department, declares, “Dr. Ric Grummer is arguably the ‘Founding Father’ of contemporary transition cow feeding and management.” The prevention of fatty liver and ketosis, and the negative consequences of these disorders, were of particular interest to Grummer. His lab was the first to demonstrate that supplemental choline, when fed in a protected form, was effective in preventing and alleviating fatty liver and could increase postpartum feed intake and milk production. Grummer’s nutritional research and on-farm management strategies were widely adopted by dairy producers and brought about vast improvements in the transition of dairy cows from the dry period to early lactation.

Grummer was appointed to the National Research Council’s Subcommittee on Dairy Cattle Nutrition that wrote the 2001 revision of the Nutrient Requirements of Dairy Cattle. In addition to authoring or contributing to several chapters of that publication, Grummer’s studies on behalf of the committee also led to the equations for predicting dry matter intake of transition cows, estimates which became benchmarks for use on commercial dairies. As a result of his research, Grummer received the American Feed Industry Award (1995), Nutrition Professionals Applied Nutrition Award (2004), and American Dairy Science Association’s “Fellow” Award (2010), and in 2002 was named a “Highly Cited Researcher” by the Institute of Scientific Information.

“His ability to deliver dairy management information to varied audiences that is relevant, emerging science, innovative, actionable and impactful at the dairy farm level is possibly Dr. Grummer’s most notable attribute,” observes James Barmore of GPS Dairy Consulting in Wisconsin.

As Chair of the UW’s Dairy Science Department for six years he directed departmental efforts in creating new admission procedures, scholarship fundraising and recruitment marketing that resulted in increased undergraduate enrollment. His leadership helped bring about the building of a new state-of-the-art, UW dairy research facility at Arlington, Wisconsin, in 2007. As a teacher, he trained and mentored a generation of students “that have gone on to impact the dairy industry throughout Wis-



Dr. Ric Grummer

consin, the U.S. and the world,” says Dr. Paul Fricke, UW Dairy Science Professor. In 1994, Grummer earned the UW College of Agriculture and Life Science’s Advisor Award of Merit.

Following Grummer’s retirement from the UW in 2010, he took on a new challenge becoming Ruminant Technical Director, and later a consultant until 2018, for Balchem Corporation.

Grummer served on the Board of Directors for the American Dairy Science Association and was on the Research Advisory Committee of both Farmland Industries and the Fats and Proteins Research Foundation. He was also a familiar face around World Dairy Expo as Assistant Superintendent for the Brown Swiss breed.

Prominent Cattle Exporter

Among the 2021 Pioneers is **Darrell W. Pidgeon** of Parker, Colorado, whose entrepreneurial work in the dairy cattle export business helped open and develop markets for U.S. Holstein cattle around the world.

Born in 1939, Darrell Pidgeon’s lifetime of work in the dairy cattle industry started at the age of 12 with two Guernsey heifers on his family’s Wilmington, Ohio, farm. In high school, he worked with Wilmington College’s Jersey show herd, the first of many show strings that would take him from coast to coast. While attending The Ohio State University from 1957-64, Pidgeon financed his way through school by working as a fitter and showman for some of the elite Guernsey herds like Henslee, Woodacres and McDonald, often riding the boxcars with their show cattle to the shows. In 1961, he spent three months helping prepare J.C. Penny’s Guernsey herd for dispersal.

For several years, he fitted sale cattle for Merryman Cattle Sales of Maryland. As an Ohio State senior, Pidgeon won high individual honors at the 1964 National Intercollegiate Dairy Cattle Judging Contest. He was awarded the Kildee Scholarship and used that money to help pay for his 1966 Master’s degree in Dairy Cattle

Continued on page 10

Dairy Shrine Awards 39 Scholarships to Dairy Students

Kildee Scholarship

Receiving the \$3000 H.H. Kildee Scholarship for Graduate School studies in a dairy related field is **Sarah Thomas of Pittsboro, North Carolina**. Sarah was a Dairy Science major at Virginia Tech with three additional minors in Strategic Communications, Agricultural Economics and Animal & Poultry Science. This fall, she will be pursuing a Master's degree in Agricultural Communications from The Ohio State University. The Kildee Scholarship is named in honor of H.H. Kildee, Dean Emeritus at Iowa State University.



Sarah Thomas

Iager Scholarships

The \$1000 Iager Scholarships, established from funds donated by the Charles Iager Family, Fulton, Maryland, are given to second-year students in a two-year agricultural school majoring in dairy/animal science. The award is based on the recipient's academic standing, leadership, interest in the dairy industry and future plans.

This year's Iager Scholarship recipients are: **Payton Erbsen of Lanark, Illinois**, an Animal Science major at Kaskaskia College; and **Gracelyn Krahn of Albany, Oregon**, a Linn-Benton Community College student majoring in Animal Sciences.



Payton Erbsen

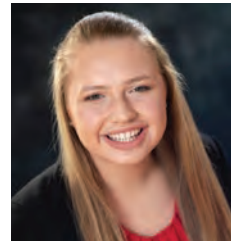


Gracelyn Krahn

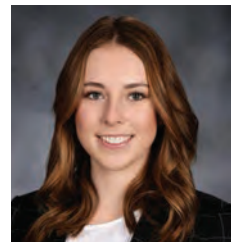
Maurice Core Scholarships

The Maurice Core Scholarships are given to freshmen level college/university students majoring in dairy/animal science or an industry related field. The funds for this award were donated by the friends of Maurice Core, a longtime Executive Secretary of the American Jersey Cattle Association and former NDS Secretary/Executive Director.

Four \$1000 Core Scholarships are being awarded this year. Those recipients are: **Caroline Arrowsmith of Peach Bottom, Pennsylvania**, an Animal Science major at The Pennsylvania State University; **Elise Bleck from Glenbeulah, Wisconsin**, who is majoring in Dairy Science at the University of Wisconsin-Madison; **Awna Hirsch of Eaton, Colorado**, a University of Minnesota student majoring in Animal Science; and **Benjamin Styer of Menomonie, Wisconsin**, an Animal Science major attending the University of Minnesota.



Caroline Arrowsmith



Elise Bleck



Benjamin Styer



Awna Hirsh

Mike Lancaster Sophomore Merit Scholarships

The Mike Lancaster Scholarships are given to undergraduate sophomore students at a four-year college/university to encourage and support their pursuit of a dairy industry career. This scholarship is named in honor of former NDS Distinguished Dairy Cattle Breeder and Klussendorf winner, Mike Lancaster of Washington.

The top Lancaster Scholarship of \$1500 is being awarded to **Mikara Anderson from Three Springs Pennsylvania**, an Animal Science major at The Pennsylvania State University. Five \$1000 Lancaster scholarships are being presented this year and these are going to: **Kendra Waldenberger of Spring Grove, Minnesota**, who is majoring in both Animal Science and Agricultural Communication and Marketing at the University of Minnesota; **Brenna Connelly of Byron, Minnesota**, another Animal Science and Agricultural Communication and Marketing major at the University of Minnesota; **Miriam Cook from Pewamo, Michigan**, a Purdue University student majoring in Agriculture Economics; **Anton Schilter of Chehalis, Washington**, an Animal Science major at the University of Minnesota; and **George Sebright of East Berlin, Pennsylvania**, who is majoring in Dairy Science at Virginia Tech.



Mikara Anderson



Kendra Waldenberger



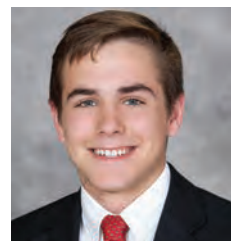
Brenna Connelly



Miriam Cook



Anton Schilter



George Sebright

Merton Sowerby Junior Merit Scholarships

The Merton Sowerby Scholarships are awarded to junior level undergraduate students at a four-year college/university who are planning a career in the dairy industry. These scholarships are given in honor of Merton Sowerby, a NDS Pioneer and former Klussendorf winner from Michigan.

Nicholas Seitzer of Saint Peter, Minnesota, has won this year's top Sowerby scholarship of \$1500. Nicholas is majoring in both Animal Science and Agricultural Food and Business Management at the University of Minnesota. Six other students have been awarded \$1000 Sowerby scholarships. They are: **Matthias Annexstad of Saint Peter, Minnesota**, an Animal Science major at the University of Minnesota; **Hayley Fernandes from Tulare, California**, a Dairy Science major at California Polytechnic State University; **Gaelan Combs of Verona, Wisconsin**, a University of Wisconsin-Madison student majoring in Dairy Science; **Leif Annexstad from Saint Peter, Minnesota**, an Animal Science and Agricultural and Food Business Management double-major at the University of Minnesota; **Donald Opp of Eighty Four, Pennsylvania**, an Animal Science major at The Pennsylvania State University; and **Sarah Lehner of Delaware, Ohio**, who is double majoring in Animal Sciences and Agribusiness and Applied Economics at The Ohio State University.



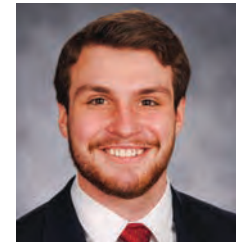
Nicholas Seitzer



Matthias Annexstad



Hayley Fernandes



Gaelan Combs



Leif Annexstad



Donald Opp



Sarah Lehner

NDS / DMI Milk Marketing & Dairy Products Scholarships

Funded by NDS and Dairy Management Inc. (DMI), the Milk Marketing and Dairy Products Scholarships were created to encourage sophomore and junior level students in a four-year college/university to pursue careers in the marketing of milk or dairy products, dairy product development, quality control, nutrition or related roles in the dairy and food industries.

Bobby Marchy of Ceres, California, receives the top Milk Marketing and Dairy Products Scholarship of \$1500. Bobby is a student at Oklahoma State University where he is majoring in Agricultural Communications. Three more undergraduates are being recognized with \$1000 scholarships: **Isabelle Lindahl of Lindstrom, Minnesota**, who is majoring in both Animal Science and Agricultural and Food Business Management at the University of Minnesota; **Christine Putman from Weyers Cave, Virginia**, a Dairy Science major at Virginia Tech; and **Mary Holtz of Maquoketa, Iowa**, an Iowa State University student majoring in Animal Science.



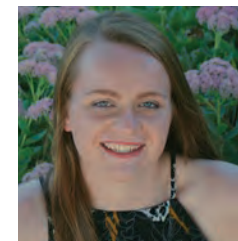
Bobby Marchy



Isabelle Lindahl



Christine Putman



Mary Holtz

Marshall McCullough Communications Scholarships

The Marshall McCullough Communications Scholarships are given in memory of Marshall McCullough, a respected nutrition researcher, educator and journalist from Georgia. They are awarded to a freshman student at a four-year college/university who is majoring in agricultural journalism or communications.

Two \$1000 McCullough scholarships are being awarded in 2021. The two recipients are: **Kelsey Biel of Harmony, Minnesota**, an Agricultural Education and Animal Science major at the University of Minnesota; and **Margaret Molitor of St. Cloud, Minnesota**, who is majoring in Agriculture Communications and Dairy Production at South Dakota State University.



Kelsey Biel



Margaret Molitor

Klussendorf Scholarship

The Klussendorf Scholarship is representative of the late, legendary showman and dairy cattle fitter Arthur B. Klussendorf. The association honors those who most nearly exemplify his character and ethics.

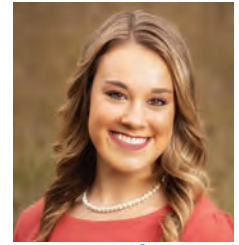
Three students will each receive \$1,500 scholarships. **Abby Foss from Cambridge, Minnesota** is a freshman at the University of Minnesota. Abby raises Brown Swiss heifers on her family farm and leases them out to 4-H members who would like to experience showing a heifer. Over her 4-H career she mentored 15 kids from four different counties through her leasing program.

Another Klussendorf scholarship winner is **Gracelyn Krahn from Albany, Oregon**, a freshman at Linn-Benton Community College. Throughout high school Gracelyn was heavily involved in her family's dairy herd and on-farm processing operation. She helps with daily management of the herd, in addition to coordinating all activities of their show herd including marketing, managing IVF processes and organizing sale consignments.

A third Klussendorf scholarship winner is **Mackenzie Ullmer from Seymour, Wisconsin**. Mackenzie is a sophomore at the University of Wisconsin-Green Bay. Mackenzie takes an active role in her family's operation, Ullmstar Dairy, where they milk 80 registered Holsteins and Ayrshires. Through her activities in and out of the show ring, Mackenzie was the first to be recognized as Outstanding Junior by the Wisconsin Ayrshire Breeders' Association.



Abby Foss



Gracelyn Krahn



Mackenzie Ullmer

McKown Scholarship

Friends and family of the late Robert "Whitey" McKown established the McKown scholarship to honor the 1992 Honorary Klussendorf recipient and long-time Holstein enthusiast. Four students will receive \$1,500 scholarships in 2021.

One of those recipients is **Caitlyn Cox from Carthage, Indiana**, a second-year student at Purdue University. In addition to showing at local, state and national shows, Caitlyn has been a leader in the Indiana Junior Holstein Association, in her local 4-H and FFA chapters and on the Purdue campus as well.

Hayley Fernandes from Tulare, California is another McKown Scholarship recipient, a junior at Cal Poly. Hayley is active showing animals from her family's herd of Holsteins and Jerseys, and has participated in dairy cattle and dairy products judging contests. She takes active leadership roles as well, serving as president and vice president of the California Junior Holstein Association and on the National Holstein Association Junior Advisory Committee.

A third recipient of the McKown Scholarship is **Carly Strauss from Lake Mills, Wisconsin** who is a sophomore at Iowa State University. She credits the work she has done on her family's fifth-generation dairy farm with fueling her passion to pursue a career in veterinary medicine. Carly has also been active showing animals at state and national shows, including mentoring young would-be exhibitors.

Also receiving a McKown Scholarship is **Bryce Windecker from Schuyler, New York**. A junior at Cornell University, Bryce is actively involved in his family's 100-cow registered Holstein organic dairy. Prior to attending Cornell, Bryce was active on the judging team at SUNY-Cobleskill where he was top individual among post-secondary school participants. In addition to judging awards, he highlights a junior all-American nomination for his bred-and-owned five year old cow.



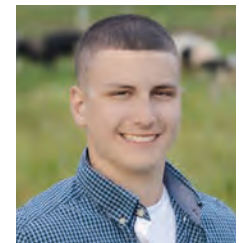
Caitlyn Cox



Hayley Fernandes



Carly Strauss



Bryce Windecker

Senior Student Recognition Scholarships

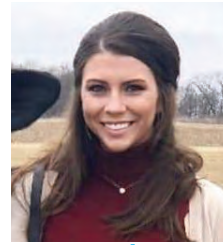
The NDS Senior Student Recognition Scholarship rewards graduating four-year university/college seniors planning a dairy industry or production agriculture career who have demonstrated outstanding leadership, activity participation, academic ability and a sincere interest in the dairy industry. Each university can nominate up to two students for this award annually. The highest honoree receives a \$2000 scholarship, the second \$1500, and other honorees receive \$1000 awards.



Cynthia Hamlett



Sydney Jewell



Cady McGehee

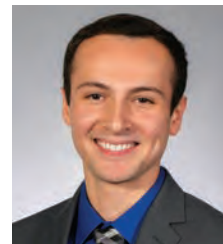


Katherine Gathje

Receiving this year's top scholarship of \$2000 is **Cynthia Hamlett from Aurora, Iowa**, who majored in both Agriculture & Society and Dairy Science at Iowa State University. The second award of \$1500 goes to **Sydney Jewell of Spencer, New York**, who majored in Animal Science at The Pennsylvania State University. Six students will be presented with a \$1000 award. They are: **Cady McGehee of Elkhart Lake, Wisconsin**, a Dairy Science major at Virginia Tech; **Katherine Gathje of Richmond, Minnesota**, an Agricultural Communication and Marketing major at the University of Minnesota; **Eva Doornink of Baldwin, Wisconsin**, a University of Minnesota student who majored in Agricultural Communication and Marketing; **Brock Irwin of Belvidere, Illinois**, who majored in Dairy Science at the University of Wisconsin-River Falls; and **Kathryn Bosley from Malone, New York**, who earned a Bachelor of Science degree in Animal Science at the State University of New York College of Agriculture & Technology at Cobleskill.



Eva Doornink



Brock Irwin



Kathryn Bosley

NDS / DMI Education & Communication Scholarships

The Education and Communication Scholarships, sponsored by NDS and Dairy Management Inc. (DMI), were established to help sophomore and junior level students in a four-year college/university to pursue education or communication careers in the dairy or food related industries. These awards are open to students majoring in Marketing, Food Science, Nutrition (Human), Public Relations, Education, Social Media and Communications.

Ashley Hagenow of Poynette, Wisconsin, is the top recipient of the \$1500 Education and Communication Scholarship from NDS and DMI. Ashley is pursuing a major in Agricultural Communication and Marketing at the University of Minnesota. Five more undergraduates are being rewarded with \$1000 scholarships. They are: **Jessica Schmitt of Fort Atkinson, Iowa**, a Dairy Science, International Agriculture, and Agricultural Communications major at Iowa State University; **Amelia Hayden from Sharon, Wisconsin**, an Agricultural Education student at the University of Minnesota; **Brianna McBride of Severance, Colorado**, a double major in Dairy Science and Food Science at Iowa State University with her third year spent on a student exchange at California Polytechnic State University; **Bailie Shultz of Seattle, Washington**, an Agricultural Sciences major at Oregon State University; and **Mikayla Peper of Osceola, Wisconsin**, a University of Minnesota student majoring in Agricultural Communication and Marketing.



Ashley Hagenow



Jessica Schmitt



Amelia Hayden



Brianna McBride



Bailie Shultz



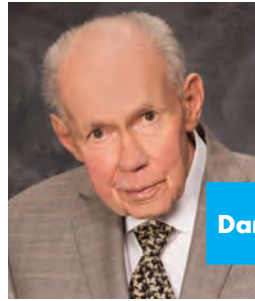
Mikayla Peper

Continued from page 5

Genetics from the University of Missouri.

Pidgeon went on to join American Breeders Service as a Young Sire Analyst, travelling the country identifying potential bull mothers and securing contract matings. Among the bulls he purchased was Citation R Maple, the first Red Factor Holstein bull in A.I. In 1970 he became herd manager/partner at Paclamar Farms in Colorado. Together with Dick Brooks, the two men developed one of the top Holstein show herds.

It was while managing the Paclamar herd that Pidgeon was introduced to the export business. In 1973, the Paclamar herd was sold to an Italian businessman. Darrell flew with the cattle from Denver to Rome and spent several weeks in Italy helping the cattle settle in. Later that year, he joined David Bachmann, working with his cattle export/sales business and Pinehurst Farms Holstein herd. While there, Pidgeon coordinated the export of thousands of Holsteins to Hungary, Yugoslavia, Bulgaria and Romania. In 1977, Pidgeon took on a new challenge overseeing the selection, purchase and export of 24,000 Holstein bred heifers to



Darrell W. Pidgeon

Mexico for the Inter-American Development Bank's "Prodel" project.

Upon completion of the Prodel project in 1980, Darrell and his wife Ann returned to Colorado. In 1981, they established their own private export entity, Pidgeon Cattle Company, connecting sellers of U.S. Holstein genetics with international buyers. Over the next 20 years, Pidgeon Cattle Company built a strong Asian export market, working with Holstein buyers in Japan, China and Korea. Pidgeon's decades-long relationship with Japan in particular, observes Larry Schirm of Ohio, "facilitated hundreds of superior U.S. Holsteins being

exported to Japan, resulting in Japan ranking as the clear leader in dairy cattle genetics throughout all of Asia."

"During his career, Darrell Pidgeon facilitated the exportation of tens of thousands of U.S. Holstein cattle around the world to countries with a great need to improve their dairy herds and milk production," says nominator Karen Potratz. John Meyer, Holstein Association USA CEO, says, "Darrell is truly a pioneer in the dairy cattle export business! He has been a longtime ambassador for not only U.S. Holsteins, but the American dairy industry in general here and abroad. His work has helped better the lives of many dairy farmers across the globe."

Pidgeon has been a member of National Dairy Shrine and the Colorado Holstein Association for over 50 years and served two terms on both of their Boards. He was a founding partner/owner of Great Northern Cattle Co., a full service dairy cattle auction company in Wisconsin, from 1981-93. Earlier this year, Pigeon received the Missouri Dairy Hall of Honors Meritorious Service Award. ●

Plan to Attend the NDS Annual Meeting and Awards Banquet

The 2021 Dairy Shrine Annual Meeting and Awards Banquet to be held:
Thursday September 30, Madison, WI

Time:

- 4:00 p.m. NDS Annual Meeting
- 4:30 p.m. Reception
- 6:00 p.m. Awards Banquet
- 6:40 p.m. Awards Program

Place:

Alliant Energy Center Exhibition Hall, Madison, WI.

Mail orders to:

National Dairy Shrine
PO Box 68
Fort Atkinson, WI 53538
Email: info@dairyshrine.org

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

Tickets can be purchased by mail using the form below. Persons whose ticket payments are received by **September 15** will receive an acknowledgment of payment but will need to pick up their tickets at the NDS registration table prior to the banquet. If sending a check via US Mail the check must arrive at the office **before September 25 to be credited as pre-paid.**

Additional banquet tickets at \$40.00 each can be purchased at the National Dairy Shrine booth or at the NDS banquet reception area. **IT IS STRONGLY ADVISED THAT YOU RESERVE YOUR TICKET NEEDS EARLY** as the banquet does sell out.

I would like _____ NDS banquet ticket(s) @ \$40.00 each

My check for \$_____ is enclosed

Reserve Tickets For:

Name _____

Address _____

City/State _____ Zipcode _____

Phone _____

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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.

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Mail to: National Dairy Shrine, PO Box 68 Fort Atkinson, WI 53538 or go to www.dairyshrine.org
