

THE CHRONICLE

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

SUMMER 2022

The Future's So Bright

Change is inevitable, and that includes the Dairy Shrine. The past two years has brought significant change to the organization, internally and externally, and more is planned. Understand that this isn't change for change's sake. It's an evolution based on pragmatic decisions by your Board of Directors to help position the organization for future success.

The evolution began with a member survey conducted in the winter of 2020 which shed light on what the membership believed was important for the organization to accomplish. That fueled the development of a strategic plan, which offered guidance toward strategies and tactics that helped change the positioning of the organization. Here's what came out of that plan:

- A refreshed brand. The appearance of the organization changed with a new logo and new website. In addition to a new look, it has helped refresh the organization with a new and modern look. Thanks to Ryan Ebert (www.ebertphoto.com) for guiding us through that process.
- A new website. Digital technology changes almost by the minute, and our website was in need of an update to keep pace with more advanced digital offerings. We condensed a significant amount of content to create a better user experience. Thanks to Custom Creative (www.customcreative.com) for building this new site.
- A revised committee structure. Committees were created to cover six critical elements of the organization: Outreach, Communications, Finance, Events, Museum and Executive. While several of these committees were already in place, we created a more defined structure and leadership

responsibilities within each. Thank you to our executive team and Board for bringing this structure to life and making it work.

While that was quite a lot to accomplish, your Board has not rested on its laurels. The organization continues to evolve, and we look forward to a continuing evolution as we look toward the future. Under the artful guidance of President Matt Iager, the Board has established different initiatives to help guide the organization into the future. This will include:

- Updated scholarship and award applications. We've streamlined the process and applications for our scholarship and award winners. This will help make the process easier to complete and hopefully encourage greater participation. Thank you to Denny Funk for guiding this effort.
- Greater student involvement. At its last meeting, the Board adopted the inclusion of a student representative on the board. One student will be elected each year and serve a three-year term. They will have voting privileges just like a regular board member. In addition, the board adopted the development of a student chapter program. This will begin with a pilot chapter at South Dakota State University. Thank you to Randy Gross and Dr. Vikram Mistry for guiding this effort.
- A larger corporate presence. The Board also approved a framework for a corporate partnership program. This allows corporations to support the Dairy Shrine at a variety of levels and support the mission of the organization.

Some change is unfortunately out of our control. We saw that in the organization's investment portfolio this year as the gains seen



Mike Opperman
Dairy Shrine
Executive Director

in 2020-2021 were nearly all given back over the past 12 months. Also, the schedule change at World Dairy Expo has affected the Dairy Shrine as well. Our annual meeting and banquet will now be held on Monday, and you can find more information inside this Chronicle.

While we've experienced a significant amount of change over the past two years, some things stay the same. The organization is still strictly adherent to its mission of inspiring youth, honoring current dairy leaders and preserving the past. The organization also continues to be supported by membership that gives generously to the organization. This was never truer than the donation made by Tim and David Abbott on behalf of their parents. Inside this Chronicle you can read more about this significant contribution to the Dairy Shrine organization, and how you can support the organization as well.

It would be an understatement to say that I, and your Board of Directors, is extremely excited about what the future holds. We encourage you to embrace this ongoing evolution and get involved with Dairy Shrine activities. Volunteer for a committee. Encourage someone who's not a member to join. Be involved in the dairy science program at your alma mater. The future is bright! ●



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 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.

John Schouten Named Dairy Shrine Guest of Honor

John W. Schouten, Special Projects Manager and long-time CEO for World Wide Sires will receive the 2022 Dairy Shrine Guest of Honor award. This annual award represents the highest level of recognition from the Dairy Shrine and recognizes exemplary dairy leaders for their accomplishments and contributions to the dairy industry.

Prestigious dairy leaders unanimously describe Schouten as hard-working, passionate and innovative, citing both his personality and work achievements throughout his 40-plus-year career in the dairy industry.

Schouten grew up on his family's dairy farm in Southern California. Upon graduation from Cal Poly, Schouten returned to the family farm for a brief time before joining the World Wide Sires team. He completed an intensive German language course through Goethe Institute in Germany and dove head-first into the international dairy scene. Since 1986, Schouten has held various roles within World Wide Sires, leading it through rapidly changing times with astounding success.

After beginning his career as an Area Director of Marketing – International Sales, Schouten progressed into the role of Vice President Marketing in 1993. He became CEO of World Wide Sires in 2001 and remains on the Special Projects team today. Since 2001, the company's sales have increased by more than 500 percent.

Nominator Tony Evangelo, World Wide Sires Area Director of Marketing notes, "John led the company successfully through several downturns in the global dairy industry while continuing to embrace new technologies and ideas. His leadership in guiding the World Wide Sires team and his cultivation of the

culture of the company has created an extremely loyal team of professionals who work as a cohesive unit while traveling the globe."

Schouten has led World Wide Sires to be one of the best-respected global bovine genetics companies in the world. Throughout his career, he also served as chairman of the NAAB International Marketing Committee (IMC). He had the foresight to understand how the industry's largest global barriers were non-tariff trade barriers, and he worked tirelessly alongside NAAB and other industry leaders to break down those barriers. Schouten also worked closely with USDA's Foreign Agricultural Service to open new doors for U.S. genetic imports and exports.

Evangelo adds, "John's vision for the development of the U.S. dairy genetics industry has been a global vision from the beginning. He has recognized the benefits that farmers around the world have received by using U.S. genetics, and he has ensured that as many global farmers as possible have been able to access those genetics. John's dedicated efforts have opened markets around the world and expanded the global reach for all U.S. dairy genetics industry exporters."

According to Select Sires President and CEO David Thorbahn, Schouten's leadership through World Wide Sires has enabled export of bovine embryos and semen from the U.S. to



John W. Schouten

more than 90 countries. "Schouten's effort, integrity and success has allowed him to grow to be one of the industry's most respected leaders by dairymen, businessmen and government officials," Thorbahn says. "Schouten worked on behalf of farmer owned cooperatives to pioneer opening and growth of markets in Europe, Asia, Africa and Australia."

John Schouten will receive the Guest of Honor award at the Dairy Shrine awards banquet on Monday, October 3rd in Madison, Wisconsin. His portrait will then be displayed in the Dairy Shrine Dairy Hall of Fame and Museum in Fort Atkinson, Wisconsin. For more information about the Dairy Shrine, the banquet or this year's award winners, please contact the Dairy Shrine at info@dairyshrine.org or visit their website at www.dairyshrine.org.

New This Year:

The Dairy Shrine Awards Banquet will be held on Monday evening, October 3rd.
Find more information on page 10

Pictures of the award winners are available by contacting info@dairyshrine.org.



Ernie Kueffner Named Dairy Shrine Distinguished Dairy Cattle Breeder

Ernest W. Kueffner of Kueffner Holsteins and Jerseys and South Mountain Jerseys is named the Dairy Shrine's 2022 Distinguished Dairy Cattle Breeder. This award is given annually to an active, progressive dairy breeder who excels in managing their dairy herd based on sound genetic and business principles.

Kueffner has built a successful and profitable career around breeding, buying and selling cattle that exemplify the Holstein and Jersey breeds. His roots go back to Wisconsin, where his family built the Fullpail Sale Barn that he would eventually purchase. Kueffner managed all aspects of the business, including auctioneering alongside his father. He acquired his first two farms in Wisconsin in the 1970's before relocating to North Carolina to manage two dairies for Buttke Dairy Enterprises. It was around this time that Kueffner also exported some high-quality Holstein heifers to Hungary and Spain. He then spent another ten years with a herd of his own, which he sold at the remarkably successful Kueffner 24Karat Sale in 1996. The '90's are also marked with Holstein and Jersey sales to Brazil that went on to be champions at their respective shows.

Kueffner continued to influence dairy genetics across the country, moving to Maryland in 1997 to care for his own cattle once again. A few years later, he seized the opportunity to work with Arethusa Farms in Litchfield, CT. By 2004, Kueffner and his wife, Terri Packard moved there to manage the farm full-time, taking their own cattle along with them. In 2013, the Kueffner family returned to Maryland, where they continue to breed and develop Holsteins, Jerseys and the occasional Brown Swiss. His cattle sales over the last decade total more than 860 head, not including heifers sold after calving.

Throughout his career, Kueffner has bred more than 600 excellent females and males in the US and Canada. Globally recognized cows include South Mountain Voltage Radiant, EO Siemers Ashlyns Angel, Ernest-Anthony SD Tobi-ET, Ernest-Anthony SC Vivian and Ernest-Anthony Thriller. Ernest-Anthony Aleeza-ET was at one time the number one PTAT heifer in the breed at +4.65. She is now

+3.56 PTAT +2016 TPI and classified VG88 in her first lactation. Kueffner has received countless honors and played a role with innumerable winners at World Dairy Expo, The Royal Agricultural Winter Fair and the National Jersey Jug. In addition to these accolades, he has had a hand in too many All-American winners and nominees to count.

"I have had the honor to own some of the best-known show cows in the business," Kueffner says. "Ashlyn, Tina and Veronica are household names to breeders around the world. The biggest thrill for me is that they proved to be tremendous brood cows who continue to have an impact on their breeds many generations later."

Kueffner's breeding philosophy is centered around the utmost care for the cow. He says, "To be successful in the dairy business, whether showing, selling or marketing milk, the cows have to come first." In developing generations of superior dairy cattle, Kueffner strives to improve the faults of the individual while maintaining the positive type traits that exist. He homes in on pedigrees and cow families to produce cows with excellent mammarys, correct feet and legs and wide, flat rumps. Kueffner does not use any mating programs: he has always tried to see the milking daughters of a bull in person before using him. He says, "A cow's pedigree plays a major role in her potential for developing into an outstanding individual. When it comes to the bottom line, pedigrees are essential for marketing. You must be able to sell sons, daughters and embryos to get a return on your investment."

Kueffner's involvement in the dairy industry, outside of his own work, is a testament to his passion and knowledge of the ideal dairy cow. He has served on the World Dairy Expo Dairy Cattle Exhibitors Committee, Board of Directors, Building Committee for World Dairy



Ernest W. Kueffner

Expo and the Overbagging Committee. Most recently, he has contributed his expertise to the Open Show Committee for the All-American Jersey Show. Awards of note include the A.C. "Whitie" Thompson award in 2002, honoring a herdsman who exhibits exemplary leadership and sportsmanship throughout the show.

"My cattle come first," Kueffner summarizes. "I enjoy watching them reach their potential by succeeding in the show ring and building pedigrees through classification and production testing. The cattle I have bred have had tremendous success in the show ring – but the cattle and embryos I have sold have had a larger effect. They are the foundation for cattle breeders around the world and I am thrilled when I hear about daughters, granddaughters and great granddaughters excelling for these breeders."

Ernie Kueffner will receive the Distinguished Dairy Cattle Breeder award at the Dairy Shrine Awards Banquet on Monday, October 3rd in Madison, Wisconsin. His portrait will then be displayed in National Dairy Shrine's Dairy Hall of Fame and Museum in Fort Atkinson, Wisconsin. For more information about National Dairy Shrine, the banquet or this year's award winners, please contact National Dairy Shrine at info@dairyshrine.org or visit their website at www.dairyshrine.org. ●

Dairy Shrine Announces Pioneer Award Winners

Four pioneers of the dairy industry will soon join the ranks of past Dairy Shrine award winners. The Pioneer award recognizes four industry leaders each year who have made significant contributions to dairy throughout their lives. The 2022 winners are Scott Armbrust, Jack Hardesty (posthumously), Tom Morris and Charlie Will.

Scott Armbrust, DVM, President and Owner of Paradocs Embryo Transfer, Inc. was raised on a registered Holstein farm near Omaha, NE. He grew up showing and judging Holsteins and went on to develop and co-own some of the top cows in the world, including Ripvalley NA Bell Tammy-ET, Lawcrest Rotate Mindy, Amlaird Lee Alice-ET, Harvue Roy Frosty and Butz Butler Gold Barbara-ET.

Armbrust was a pioneer of bovine embryo transfer (ET), beginning his work in the field with Dr. Ken Colier in 1977. After early career work with two Wisconsin veterinary clinics, he left the general dairy practice in 1982 to specialize in the ET business by starting Paradocs Embryo Transfer, Inc. A major portion of the business today is coordinating and exporting embryos to Japan, the Netherlands, Germany and more.

Armbrust has broadened the impact of his work by training veterinarians from around the world in ET techniques. He provides internship and mentor experiences for potential veterinary students and international students and trainees, and his work in genetics and ET is recognized around the world. Armbrust is an active member of the American Embryo Transfer Association, having served in several leadership roles with the organization throughout his career. He is currently working towards expanding foreign embryo markets by serving as Committee Member and past Chairman of the Export Cooperator Committee. He remains actively involved in Iowa State University, where he graduated in Dairy Science in 1971 and completed veterinary school in 1975.

John "Jack" Hardesty of Harvue Farms had entrepreneurial ambitions and dreams of dairying from a very young age. Following in his grandfather's footsteps, he owned his first Holstein at ten years old. Upon graduation from high school, Hardesty's dreams came true: his father and he started Harvue Farms on March 1,



Scott Armbrust

1950. The barn that started with 23 Holsteins in Berryville, VA, is still in use today.

Although Hardesty's career was solely dedicated to Harvue Farms, he was involved personally and professionally in numerous industry and community organizations. As Chairman for the Board of Supervisors for Clarke County, VA, he traveled to England to see examples of how they planned and used their land. He returned home to apply what he learned, initiating the idea of agricultural land use planning.

Harvue cattle, with a pair of Paclamar Astronaut daughters, first earned All-American status in 1981. Harvue Farms also had the first Elevation daughter to make over 30,000 lbs., attracting dairymen from the west and overseas and sparking the spread of Harvue genetics. Hardesty also applied his forward thinking in pushing studies that would lead to bottling milk in small, plastic bottles for kids and for those on the go.

A list nearly as long as Hardesty's community and industry involvement is the list of leadership positions held and awards won. Most notably, he earned the Dairyman of the Year award at World Dairy Expo in 1992. Harvue Roy Frosty was crowned Supreme Champion at World Dairy Expo in both 2009 and 2010. Frosty goes back to one of Hardesty's very first cows.

Hardesty passed away at age 82, remaining involved on the farm until the end. His sons and grandson operate Harvue Farms today, carrying on his legacy of outstanding dairy genetics with humility, faith and a strong work ethic.

Tom Morris was born into a family whose herd of registered Holsteins received numerous honors as show winners and All-Americans.



John Hardesty



Tom Morris

Morris quickly paved his own way in the dairy industry, distinguishing himself as a showman, fitter and dairy cattle judge early in his 4-H and FFA careers. His college experience included both UW-River Falls and UW-Madison, where he further developed his interest in dairy judging. In 1971, Morris was named the high individual of the Intercollegiate Dairy Judging Contest.

Morris began his career with International Holstein Sales & Service. Concurrently, he became an instructor at Wisconsin Indianhead Technical Institute. Shortly after his marriage in 1975, he and his wife, Sandy Mayer, established Deronda Farm. In 1982, Tom Morris Ltd was formed as a sale management business. The Morris family has managed the World Classic at World Dairy Expo since 1989, along with several other noteworthy sales. Morris also designed and launched The Cattle CONNECTION in 1990. The publication, now owned by Holstein International, continues to drive connections between cattle buyers and sellers across the country.

Morris has been instrumental on countless

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Honoring a Family's Dairy Legacy

This is the second in a series of conversations with Dairy Shrine supporters.

Well-known in dairy circles, Tim and Sharyn Abbott recently joined with Tim's brother, Dave Abbott and his wife, Penny, to make a generous \$100,000 contribution to the National Dairy Shrine scholarship fund.

Tim and Sharyn met at the University of Vermont where both studied dairy science. After graduation, Tim worked as a field representative for the American Jersey Association and spent 20 years as a sire analyst with ABS in the U.S. and Canada. He is a past Dairy Shrine board member. Sharyn made her mark as high individual in the National Intercollegiate Dairy Judging Contest and is former editor of the Guernsey Journal. The couple owned St. Jacobs ABC and now are co-owners of the Dairy Cattle Alliance, an elite cattle auction company.

Tim's older brother Dave graduated from the University of Vermont with an ag business degree. He had a productive, 26-year career in the animal nutrition business, starting as an intern with Purina Mills, eventually rising to president and CEO of the company, while Penny supported the family from their St. Louis home. After leaving Purina, Dave led several companies for a private equity firm.

Dairy Shrine spoke with Tim Abbott to get his perspective on the family's donation.

Why did your family decide to make this significant gift to the Dairy Shrine?

Our purpose, in addition to supporting the mission of the Dairy Shrine, is to recognize our parents, Knight and Ruth Abbott. Our parents were passionate Jersey breeders with great cattle minds, who milked a herd of 40 Jersey cows on a small farm in the hills of central Vermont. They worked hard and sacrificed tremendously in order for Dave and me to go to college and pursue our career dreams. We see this gift as a meaningful way to express our appreciation and honor their legacy.

When did you become a member of the Dairy Shrine?

Sharyn and I were on the University of Vermont dairy cattle judging team in the mid-1980s and that's how we received our Dairy Shrine memberships. Attending the Dairy Shrine banquet in Madison as judging team members had a huge impact on both of us. As a Vermont



Knight and Ruth Abbott

farm kid, seeing and then meeting the great dairy leaders being recognized was a special experience and a memory that has stuck with me all these years.

Why did you earmark the scholarship fund for your gift?

It was a simple decision. Dave, Sharyn and I grew up needing scholarships and other sources of financial assistance to get through college. What's unique about Dairy Shrine scholarships is that they are not just about money. Applying for and earning a Dairy Shrine scholarship provides young people with valuable connections within the industry. Although I didn't win a Dairy Shrine scholarship myself, I had similar opportunities through Jersey youth scholarship programs and was able to meet dairy leaders like Jim Cavanaugh, Maury Core and Gene Meyer. Those experiences gave me confidence to move forward and succeed in my career.

There are other dairy organizations you could support with your gift. Why the Dairy Shrine?

I agree, there are many great organizations. We chose the Dairy Shrine because it encompasses the entire industry – all breeds, all geographies and all ages. From my service on the Dairy Shrine board, I know and have huge respect for how efficiently the organization functions and uses its dollars.

To see a video interview of Tim and David Abbott by Dairy Shrine board member Joel Hastings, scan the QR code or visit www.dairybusiness.com/abbotts-national-dairy-shrine



SCAN ME

Gifts of any size to the Dairy Shrine are welcomed to help support our mission. Contact Mike Opperman at info@dairyshrine.org for more information, whether making a direct gift or providing for the organization in your estate plan.

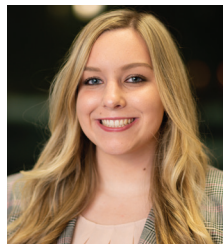
Dairy Students Earn More than \$40,000 in Scholarships

Kildee Scholarship

The Kildee Scholarship is named in honor of H.H. Kildee, Dean Emeritus at Iowa State University and recognizes a graduate student studying a dairy related field. Two students will receive this \$3000 award this year: **Gaelan Combs** and **Jessica Schmitt**. Combs studied Dairy Science at the University of Wisconsin-Madison and will continue his studies at Iowa State pursuing a PhD in Animal Science. Schmitt earned her Bachelor's degree from Iowa State in Dairy Science, International Agriculture, Agricultural Education and Life Sciences Communications. She plans to pursue an online Master's Degree in Communication – Strategic Communication/Public Relations Option at Purdue University's Brian Lamb School of Communication.



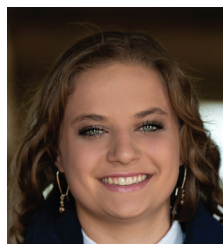
Gaelan Combs



Jessica Schmitt

Iager Scholarships

The Charles Iager family of Fulton, MD donated the funds that established these scholarships. The Iager Scholarship is given to second-year students in two-year agricultural schools, majoring in animal or dairy science, based on academic standing, leadership, interest in the dairy industry and future plans. **Rosalee Zehr**, Pontiac IL (Dairy Science at Kaskaskia College) wins this \$1,000 award.



Rosalee Zehr

Maurice Core Scholarships

The friends of Maurice Core, longtime Executive Secretary of the American Jersey Cattle Association and former Dairy Shrine Secretary/ Executive Director, donated the funds for these awards. The Maurice Core Scholarships recognize five freshman level college or university students majoring in dairy or animal science, or an industry-related field.

Receiving \$1,000 each are **Samantha Gambonini** of Petaluma, CA (Agricultural Education and Animal Science at Washington State University), **Sarah Hagenow** of Poynette, WI (Agricultural and Food Business Management, Minor in Animal Science at the University of Minnesota), **Haven Hileman** of Stout, OH (Animal Science at The Ohio State University), **Megan Ratka** of Cold Spring, MN (Animal Science – Dairy Production at the University of Minnesota) and **Katelyn Taylor** of Allenwood, PA (Animal Science at Pennsylvania State University).



Samantha Gambonini



Sarah Hagenow



Haven Hileman



Megan Ratka

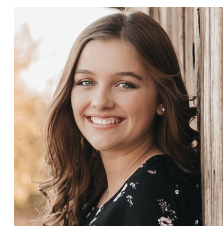


Katelyn Taylor

Mike Lancaster Sophomore Merit Scholarships

The Mike Lancaster Scholarship is named in honor of former Dairy Shrine Distinguished Dairy Cattle Breeder and Klussendorf winner, Mike Lancaster of Washington. It recognizes undergraduate sophomores at a four-year college or university and encourages their pursuit of a career in the dairy industry.

One student is recognized at the \$1,500 level, and five students receive a \$1,000 award. **Doreen Dyt** of Crows Landing, CA (Agricultural Business at California Polytechnic University) receives the top honor. Additional winners are **Elise Bleck** of Glenbeulah, WI (Dairy Science, Pre-Med at the University of Wisconsin-Madison), **Jack Hammock** of Chatham, VA (Dairy Science at Virginia Tech), **Kendal Jenkins** of Crossroads, PA (Animal Science, Business and Animal Management Option at the Pennsylvania State University), **Ashlyn Sarbacher** of Edgerton, WI (Dairy Science with an emphasis in Agriculture Business at the University of Wisconsin-Platteville) and **Madison Sifford** of Goldvein, VA (Dairy Science and Communication Science and Social Inquiry at Virginia Polytechnic Institute and State University).



Doreen Dyt



Elise Bleck



Jack Hammock



Kendal Jenkins



Ashlyn Sarbacher



Madison Sifford



Merton Sowerby Junior Merit Scholarships

The Merton Sowerby Scholarships are given in honor of Merton Sowerby, a National Dairy Shrine Pioneer and former Klussendorf winner from Michigan. This award recognizes six junior level undergraduate students at a four-year college or university who are planning a career in the dairy industry. The highest honoree receives \$1,500, with the remaining honorees receiving \$1,000 each.

The \$1,500 recipient is **Ashley Hagenow** of Poynette, WI (Agricultural Communication and Marketing with minors in Animal Science and Food Business Management at the University of Minnesota). The \$1,000 recipients are **Miriam Cook** of Pewamo, MI (Agriculture Economics at Purdue University), **Jay Dicke** of Goodhue, MN (Agricultural Good Business Management at the University of Minnesota), **Ross Herber** of Utica, MN (Dairy Production at South Dakota State University), **Anton Schilter** of Chehalis, WA (Animal Science at the University of Minnesota) and **Kendra Waldenberger** of Spring Grove, MN (Animal Science with a Dairy Production emphasis and Agricultural Communication and Marketing at the University of Minnesota).



**Ashley
Hagenow**



**Miriam
Cook**



**Jay
Dicke**



**Ross
Herber**



**Anton
Schilter**



**Kendra
Waldenberger**

NDS / DMI Milk Marketing & Dairy Products Scholarships

Similar to the Education and Communication Scholarships, DMI and the Dairy Shrine support sophomore and junior-level students in a four-year college or university with these awards. The Milk Marketing and Dairy Products Scholarships encourage students 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. One student is recognized at the \$1,500 level, with two additional recipients at the \$1,000 level.

The \$1,500 honoree is **Taylor Baerwolf** of Columbus, WI (Animal Science at the University of Minnesota). The two \$1,000 winners are **Mary Holtz** of Maquoketa, IA (Dairy Science and International Agriculture at Iowa State University) and **Mikayla Peper** of Osceola, WI (Agricultural Communication and Marketing at the University of Minnesota).



**Taylor
Baerwolf**



**Mary
Holtz**



**Mikayla
Peper**

Marshall McCullough Communications Scholarships

Marshall McCullough was a respected nutrition researcher, educator and journalist from Georgia. These scholarships are given, in his memory, to freshmen majoring in agricultural journalism or communications at a four-year college or university.

Three students receive \$1,000 awards this year: **Haley Beukema** of New Richmond, WI (Agricultural Communication and Marketing at the University of Minnesota), **Kylie Konyon** of Escondido, CA (Dairy Science with Certificates in Life Sciences Communication and Agricultural Business at the University of Wisconsin-Madison) and **Megan Meyer** of Rollingstone, MN (Agricultural and Food Business Management, Minor in Political Science at the University of Minnesota).



**Haley
Beukema**



**Kylie
Konyon**



**Megan
Meyer**

Senior Student Recognition Scholarships

The Senior Student Recognition Scholarships recognize outstanding leadership, activity participation, academic ability and a sincere interest in the dairy industry. The Dairy Shrine recognizes six graduating university/college seniors; the highest honoree receiving \$2,000, the second \$1,500, and other honorees receiving \$1,000 each.

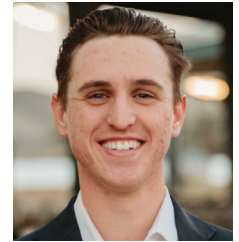
The 2022 \$2,000 recipient is **Caroline Dallam** of Bel Air, MD, with an Animal Science degree from Pennsylvania State University. **Sarah Lehner** of Delaware, OH, will receive the \$1,500 award. Lehner double-majored in Animal Sciences and Agribusiness and Applied Economics at The Ohio State University. The \$1,000 award winners are **Lantz Adams** of Laton, CA (Dairy Science at California Polytechnic University), **Leif Annexstad** of St. Peter, MN (Animal Science, Agricultural and Food Business Management at the University of Minnesota), **Matthias Annexstad** of St. Peter, MN (Animal Science at the University of Minnesota) and **Hayley Fernandes** of Tulare, CA (Dairy Science at California Polytechnic University).



**Caroline
Dallam**



**Sarah
Lehner**



**Lantz
Adams**



**Leif
Annexstad**



**Matthias
Annexstad**



**Hayley
Fernandes**

NDS / DMI Education & Communication Scholarships

The Dairy Shrine and Dairy Management Inc. (DMI) established these scholarships to support sophomore and junior level students in a four-year college or university pursuing 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.

The top honoree receives \$1,500, and three additional winners receive \$1,000 each. **Brenna Connolly** of Byron, MN (Agricultural Communication and Marketing, Animal Science at the University of Minnesota) receives the top honor. Additional winners are **Kelsey Biel** of Harmony, MN (Agricultural Education and Animal Science at the University of Minnesota), **Elizabeth Holtry** of Newburg, PA (Agricultural Extension and Education at Pennsylvania State University) and **Kaylee Mess** of Rosendale, WI (Agriculture Education and Technology Education at the University of Wisconsin-Platteville).



**Brenna
Connolly**



**Kelsey
Biel**



**Elizabeth
Holtry**



**Kaylee
Mess**



Klussendorf Association Announces Scholarships

The Klussendorf Association and the McKown/Klussendorf Fund announce the recipients of seven \$1500 scholarships to be presented at the Dairy Shrine Awards Banquet during World Dairy Expo.

Award winners are in their first, second or third year of study at a two

or four-year college or university in the U.S. or Canada, majoring in a field that will lead them to a career in the dairy industry. These exemplary students demonstrate the highest level of leadership, participation in extracurricular activities and a special interest in showing dairy cattle in their true-to-breed form.

Klussendorf Scholarship

The Klussendorf Scholarship was made possible through a gift from the late Chris Kampf, along with other members of the Klussendorf Association. This award 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 each receive a \$1500 award.

Awna Hirsch from Eaton, Colorado is a sophomore at the University of Minnesota. Hirsch played an active role in many aspects of her family's dairy farm, from raising, training and showing dairy cattle, to assisting with vet checks and calves. Her most recent leadership experience includes serving as the National Brown Swiss Association Alternate Youth Ambassador.

Kylie Konyn of Escondido, California is another Klussendorf Scholarship winner. A freshman at the University of Wisconsin-Madison, Konyn has personally financed her own 150-cow herd of registered Holsteins and Jerseys. Among other accomplishments, she has served as the National Jersey Queen and received recognition as a Young Distinguished Junior Member.



**Haley
Beukema**



**Awna
Hirsch**



**Kylie
Konyn**

The final Klussendorf Scholarship winner is **Haley Beukema** of New Richmond, Wisconsin. Beukema is a Freshman at the University of Minnesota whose work with dairy cattle began at nine years old. Her fitting expertise has taken her to several different farms for classification, district and state shows, and World Dairy Expo. Through the Guernsey Association Beukema has served as both an advocate for the industry and a leader for other youth.

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.

One 2022 recipient is **Kylie Nickels** of Watertown, Wisconsin. As a Junior at the University of Wisconsin-Madison, Nickels manages a heifer boarding business, Dreamfix Boarding, along with her brother. Throughout her dairy career, she has worked with Crescentmead Holsteins, Mattreana Dairy, Great Northern Land and Cattle Company and Budjon Farms. Nickels has also been actively involved in 4-H, FFA, Junior Holsteins and several collegiate organizations.

Another winner is **Jack Hammock** of Chatham, Virginia. Hammock grew up on his family's large Holstein dairy operation and plans to return to the farm upon graduation from Virginia Tech University. Between judging with the Virginia Tech Dairy Cattle Judging Team and exhibiting in state and district Holstein shows, he has taken advantage of several opportunities to learn all he can about the dairy industry.

Laurel Gray of Stony Point, North Carolina will also receive a McKown Scholarship. Gray is a sophomore at North Carolina State University who grew up on her family's dairy farm. She has competed with notable results at several dairy cattle judging contests and has been exhibiting dairy cattle at the local, state and regional level since the age of five. Gray's family takes pride in environmental sustainability and excellent animal comfort practices on their farm.

The final recipient is **Rosalee Zehr** of Pontiac, Illinois. Currently a sophomore at Kaskaskia College, Zehr hopes to return to her family's farm. She'd like to play a role in keeping the ever-changing milking and feeding technologies sustainable for farms like her family's fourth generation dairy. She has earned numerous honors in dairy cattle judging and served in leadership roles for Kaskaskia College Ag Club, FFA and her local township.



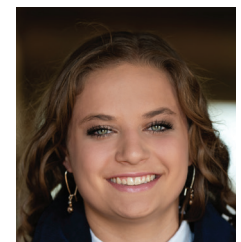
**Kylie
Nickels**



**Jack
Hammock**



**Laurel
Gray**



**Rosalee
Zehr**

Continued from page 4

boards and committees throughout his career. He was a driving force behind the new World Dairy Expo pavilions and established the Merle Howard award for the top junior exhibitor at the show. Throughout his career, Morris mentored over 250 students, coached two winning Junior College teams at the National Dairy Cattle Congress, managed more than 500 Holstein auctions, and served as an auctioneer in nearly 40 states, Canada and Europe. Morris is described by his peers as “best-in-class, a risk taker with calculated and successful results and a trailblazer in everything he endeavors.”

Charles Will is best known for the top Holstein genetics he brought to the world during his 43-plus year tenure with Select Sires. He graduated from the University of Illinois in 1973 and has dedicated his career to procuring bulls that would improve genetics for generations to come. Currently retired from his position as Dairy Sire Analyst, Will is credited with acquiring 7H980 Walkway Chief MARK, 7H1118 Arlinda ROTATE, 7H1897 To-Mar BLACKSTAR, 7H2236 Emprise Bell ELTON, 7H5157 Regancrest Elton DURHAM

and 7H6417 O-Bee MANfred Justice. This collection of bulls boasts complete packages: high production and outstanding type, thousands of Excellent daughters, millions of units sold, and improved calving ease and productive life.

During his tenure with Select Sires, Will also delivered thousands of seminars and presentations around the world. His wisdom reached 49 states and 18 foreign countries, where he was often asked to judge cattle shows as well.

Will is active both in his local community and the dairy community outside of Select Sires. He has served as FFA President, President of the County Fair Board, Church Council member and as the Taylor Township Zoning Inspector. His decades of knowledge and experience also extend to NAAB, the Holstein Association, World Dairy Expo, Holstein International Magazine in Holland and the Simmental Association.

Nominator Bernie Heisner says, “Charlie constantly learned and listened for new ideas to advance genetic progress. When genomics came along late in his career, he embraced it. Charlie worked with breeders to secure the



Charles Will

highest genomic young sires for use in the Select Sires system.”

Armbrust, Morris, Will, and the family of Jack Hardesty will receive the Pioneer awards at Dairy Shrine’s Awards Banquet on Monday, October 3rd in Madison, Wisconsin. Portraits of each winner will then be displayed in National Dairy Shrine’s Dairy Hall of Fame and Museum in Fort Atkinson, Wisconsin. For more information about the Dairy Shrine, the banquet or this year’s award winners, please contact the Dairy Shrine at info@dairyshrine.org or visit their website at www.dairyshrine.org. ●

The Dairy Shrine Banquet Has Changed To Monday Evening!

With the change to the World Dairy Expo schedule, the Dairy Shrine awards banquet will now be held on Monday evening, **October 3rd**. Following is the schedule:

Time:

- 4:00 p.m. Dairy Shrine Annual Meeting
- 5:00 p.m. Reception begins
- 6:00 p.m. Banquet begins
- 6:45 p.m. Awards program begins

Place:

Alliant Energy Center Exhibition Hall, Madison, WI.

Ticket orders can be made one of two ways:

Online using a credit card at www.dairyshrine.org/banquet

Mail checks 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 DS 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 and can pick up their tickets at the Dairy Shrine registration table prior to the banquet. If sending a check in the mail, the check must arrive at the office before **September 30** to be credited as pre-paid. Additional banquet tickets can be purchased at the registration table prior to the banquet. However, it is strongly advised that you reserve your ticket early to ensure you have a spot in the banquet.

I would like _____ Dairy Shrine banquet ticket(s) @ \$40.00 each. My check for \$_____ is enclosed, payable to Dairy Shrine.

Reserve Tickets For:

Name _____

Address _____

City/State _____ Zipcode _____

Phone _____

Email _____



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Earl Kehrmeier

In memory of George Miller

Early Kehrmeier
Julie Ziegler

In memory of Steve Hendress

Julie Ziegler

In memory of Dr. Michael Barnes

Julie Ziegler

In memory of Robert Sommers

Julie Ziegler

In memory of Harold Draeger

Roger Draeger

In memory of Jerry and Jan Albrecht

Barbara Arnold

In memory of John Morris

Charles and Judy Iager

In memory of Dr. Lee Majeskie

Charles and Judy Iager

In memory of Larry Tande

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Tina and Karen Larson
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In memory of Lee Schisel

Bob Hagenow

In memory of Ned and Eleanor King

Nicholas McGuire





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Dairy Shrine Donation Pledge Form

I would like to contribute to enhance the 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 _____

Address _____

City/State _____

Zipcode _____

E-mail _____

Phone _____

- \$25 - \$50 Memorial Donation
- \$51 - \$100 Supporter Donation
- \$101 - \$500 Blue Ribbon Donation
- \$501 - \$1,000 Champion Donation
- \$1,001 and above All Star Donation

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

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

