

THE CHRONICLE

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

FALL 2022

President's Message:

An Exciting Year Ahead!

I am humbled and honored to serve as the Dairy Shrine board president during 2022-2023. When asked by industry friends, my excitement bubbles over as I share the story of the Shrine and all of the wonderful activities that are happening within your organization.

One of the highlights for me, personally, is serving alongside twenty talented and skilled board members representing a wide array of breeders and industry segments. Your organization's Executive Director is implementing many new initiatives that the board has championed. The diversity of the current board has never been more representative of the whole dairy community from across the nation.

Two years ago, you members were asked to complete a member survey. We heard clearly from you that our mission of inspiring the future, honoring leaders and preserving the past are as important as ever. Mike Opperman and the board have worked to evolve the organization and allow new ideas and creative system solutions to emerge.

Built on a strong foundation

National Dairy Shrine founders created the beginnings of a valued dairy member organization. Past board leaders included a rich list of dairy icons that understood the value of supporting and documenting the people and the evolution of the dairy industry. Decades of growth through membership sales and individual gifts built a strong financial foundation. Many breeders and organizations bought memberships for all of their employees and family members, thus creating one of the largest

and most endearing dairy organizations more than 20,000 members strong. From the start, the Dairy Shrine has annually provided more than \$40,000 in scholarships, honored numerous cattle breeders and industry leaders and built a great National Dairy Shrine Museum.

Evolution to bolster the foundation

In recent months new initiatives emphasize inspiring the future by providing new opportunities for dairy students. We are excited to welcome Ashley Hagenow from the University of Minnesota as our inaugural student board member. Ashley has already served on the student social media committee and will serve as a strong Dairy Shrine advocate for students across the nation.

The Dairy Shrine has also begun a pilot student chapter at South Dakota State University. Kelsey Erf, SDSU student leader, provided a kick-off presentation about their new chapter goals to the board during our October meeting and we are all excited to provide regional leadership opportunities and Dairy Shrine engagement with students. Once the pilot chapter creates a template, we are striving to add new student chapters across the nation in the near future. The board is also searching for members who wish to sponsor memberships to the graduating dairy students at their college or post-secondary alma mater.

One important tangible aspect of the Dairy Shrine is the museum located in Fort Atkinson, Wisconsin. Museum committee members hold meetings annually and drive the evolution of the museum improvements. This year an up-



By President,
Janet Keller

dated strategic plan was created with the theme of "telling the story of dairy" guiding suggested additions and improvements. Stay tuned for more details as we will need new partners to add new visual displays, new presentations and the addition of more video to each display area. The museum serves many visitors ranging from tourists, school children, Dairy Shrine members and global dairy community friends.

Vision for the future

The board goals for the new year include implementing the numerous youth initiative, mentoring more youth into the dairy industry, identifying and connecting with new partners and bolstering and empowering committees to carry out the work of Dairy Shrine.

I am calling on each of you to consider becoming engaged with the Dairy Shrine. Volunteer for a committee and share your talents with a fun and inspired group, purchase memberships for your circle or send a gift to support any of our numerous initiatives.

Give back to the people of dairy! Further information about how to support the Dairy Shrine is included within this issue of the Chronicle.

Have a wonderful Holiday season. ●



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

Dairy Shrine Announces New Board Members

The Dairy Shrine elected new board members and leadership at its annual meeting held October 3, 2022 in Madison, Wisconsin. Newly elected board members were Ashley Hagenow, a student from the University of Minnesota; Jason Johnson, Farm Relationship Manager with Lactalis U.S. Yogurt; and Lloyd Metzger, Vice President of Quality and Technical Service with Valley Queen.

Hagenow represents a new initiative for the organization as the first student to be a part of the Board of Directors. A native of Poynette, Wisconsin, Hagenow is a senior at the University of Minnesota majoring in agricultural communication and marketing with minors in animal science and food business management. A student board member will be elected each year and eventually the board will be comprised of three student members.

“Youth are a foundation of our Dairy Shrine mission,” says Janet Keller, Dairy Shrine President. “It is important that we as an organization stay engaged with the future of our industry. That philosophy was the guiding principle behind adding students to our board and we are looking forward to having Ashley and other students as part of our team.”

Jason Johnson is a fourth-generation dairy farmer from New Hampshire. Upon graduation from the University of New Hampshire Johnson managed many dairies in the U.S. and Canada. One of those dairies was Billings Farm where he rejuvenated the Billings Farm cheese brand. Five years ago he decided to get deeper into dairy processing and started in his current role at Lactalis. Johnson and his family continue to breed



Back row, from left: Executive Director Mike Opperman, Carol Regusci, Brittany Heizer Thompson, Matt Iager, Janet Keller, Dr. Vikram Mistry, Royce Thornton, Jason Johnson, Joe Airoso. **Front row from left:** Linda Hansen, Jodi Hoynoski, Tricia Sheehan, Kate Geppert, Tina Larson, Ashley Hagenow

Jerseys under the Johnsonacres prefix, and he currently serves on the American Jersey Cattle Association board as director from District 1.

In his role at Valley Queen, Lloyd Metzger is responsible for leading quality assurance, product development, process improvement and process technology teams. Prior to his current role Metzger was Professor and Alfred Chair in Dairy Education at South Dakota State University as well as Director of the Midwest Dairy Foods Research Center and the Institute for Dairy Ingredient Processing. He obtained his Bachelor and Master of Science from South Dakota State University and his doctorate in food science from Cornell University.

The new board members replaced retiring

board members Dennis Funk, Joel Hastings and Randy Gross.

In addition to the new board members the membership elected a new president and executive committee members. The new president-elect is Jimmy Huffard, a dairy producer from Crockett, Virginia. Huffard will succeed Keller in the president’s role at the 2023 Dairy Shrine annual meeting. In addition, two new executive team members were appointed. They were Jodi Hoynoski, Executive Director, Holstein Identification and member Services and Holstein Foundation Programs manager at the Holstein Association USA, Inc.; and Joey Airoso, owner of Airoso Dairy in Tipton, California. ●



Ashley Hagenow



Janet Keller



Jason Johnson



Lloyd Metzger



Jimmy Huffard



Dairy Shrine Award Winners Honored at Banquet



Dairy Shrine Board Member Tina Larson with Guest of Honor John Schouten.



Distinguished Dairy Cattle Breeder award winner Ernie Kueffner.



Dairy Shrine Pioneer award winners David and Debbie Hardesty representing Jack Hardesty, Tom Morris, Charlie Will, Scott Armbrust and Dairy Shrine board member Dennis Funk.



Dairy Shrine Scholarships Awarded at Annual Banquet



Klussendorf scholarship recipients were Hayley Beukema, Kylie Konyn and Awyna Hirsch with Dairy Shrine President Janet Keller.



McKown scholarship recipients were Rosalee Zehr, Laurel Gray, Jack Hammock, Kylie Nickels with President Keller.



Kildee Award Recipients Jessica Schmidt and Gaelan Combs with President Janet Keller.



Core Scholarship Recipients were Katelyn Taylor, Megan Ratka, Haven Hileman and Sarah Hagenow with President Keller.



Receiving the Charles and Judy Iager Scholarship was Rosalee Zehr.



Marshall McCullough Scholarship Recipients were Megan Meyer, Kylie Konyn and Hayley Beukema with President Keller.





The DMI Education and Communication Scholarship recipients were Kayley Mess and Elizabeth Holtry with President Keller.



The DMI Milk Marketing and Dairy Products Scholarship recipients were Taylor Baerwolf, Mikayla Peper and Mary Holtz with President Keller.



Receiving the Mike Lancaster Sophomore Scholarship were Madison Sifford, Ashlyn Sarbacker, Kendal Jenkins, Jack Hammock and Elise Bleck with President Keller.



Merton Sowerby junior merit scholarships were offered to Kendra Waldenberger, Anton Schilter, Ross Herber, Jay Dicke, Miriam Cook and Ashley Hagenow with President Keller.



Student Recognition scholarship recipients were Leif and Matthias Annexstad, Lantz Adams and Caroline Dallam with President Keller.



Dairy Shrine's Timeless Mission Inspires Financial Commitment

Fourth in a series of conversations with Dairy Shrine supporters.

Dan Bernick grew up on a registered Holstein farm in Iowa, graduated in dairy science from Iowa State University, and spent a major portion of his career working in the dairy industry, including several years as editor of Holstein World magazine. Today, he is a public relations manager at John Deere. He lives in Long Grove, Iowa, with his wife, Karen, who also works in public relations and communications, including positions with the Associated Milk Producers Inc. (AMPI) and at an agricultural communications agency that served several dairy-related businesses.

Dan was on the Dairy Shrine board of directors from 2012 to 2019 which "completely sold" him on the relevance and importance of Dairy Shrine's mission and fueled a desire to help financially support Dairy Shrine however possible.

In the following Q&A, Dan explains why he and his wife, Karen, have included Dairy Shrine as a beneficiary in their estate plan.



Karen and Dan Bernick

Why do you want to support Dairy Shrine?

I've been aware of Dairy Shrine since my college days when I received a student recognition award. I didn't fully appreciate Dairy Shrine's purpose until I served on its board. That's when I came to really value the role Dairy Shrine plays in the dairy industry.

Dairy Shrine's mission is timeless. It's as relevant today as it was 70-plus years ago when the organization was founded. There will always be dairy industry history to preserve and showcase, industry leaders to recognize, and youth – the future of the dairy industry – to recognize and support with scholarships.

How does Dairy Shrine fit into your legacy planning?

Everyone's situation is different. My wife, Karen, and I have an estate plan we update from time to time. We've designated a portion of our estate to go to organizations and charities that are important to us, like our church, a camp for people with disabilities that our daughter enjoys, family support activities at the hospital where our daughter was born, and local volunteer fire departments. Dairy Shrine is also on that list. It is a logical, great way to give back to the dairy industry, which was so important to me while I was growing up and during a major portion of my career.

Why are financial contributions so important to Dairy Shrine?

Dairy Shrine is blessed to have an army of dedicated volunteers who pitch in to judge scholarship and award applicants, help with the

annual banquet or at the museum, and serve the organization in a variety of ways year after year.

But in reality, it also takes money to carry out Dairy Shrine's mission. As time marches on it will no doubt take even more money for the organization to maintain and grow its relevance in the dairy industry. Youth scholarships, for example, while generous today, will likely need to trend up in value to simply keep up with rising college tuition costs.

Something that stood out to me when I served on the Dairy Shrine board was the careful, methodical use of the organization's money to support initiatives. Every dollar was spent in a responsible way to ultimately support Dairy Shrine's mission. That's important to us as we consider the organizations we want to give money to.

Do you have a preference how money you give to Dairy Shrine would someday be used?

No, we'll leave it to future leaders of Dairy Shrine to ensure any money we give to the organization is put to the best possible use.

Any other comments?

Truth be known, many people before us who appreciate and love the dairy industry have been paying it forward for decades to make Dairy Shrine what it is today and make it possible for the organization to carry out its mission. This is simply a way for us to someday help do our part.

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



Make an Impact to the people of Dairy...

What is Dairy Shrine?

Dairy Shrine brings together dairy producers, scientists, students, educators, technical consultants, marketers and others who share a desire to preserve our dairy heritage and keep the dairy industry strong.

Giving Back

Tomorrow's dairy leaders are here today, in classrooms, dairy youth organizations, at dairy competitions and on dairy farms across the country. Our task is to encourage, stimulate and inspire.

Ways to give...

Donate towards the youth scholarship fund...

Did you know that Dairy Shrine annually awards more than \$40,000 to deserving students aspiring to join the dairy community?

Send a gift to honor or memorialize a friend, mentor or relative...

Give on behalf of someone special who supported your dairy career or farming enterprise.

Purchase memberships for your family, company employees or college dairy club...

Sponsor a group of lifetime memberships for your county/state dairy cattle organization.

Share a donation to support the National Dairy Shrine Museum...

More than 15,000 folks, many consumers and school children, visit each year to learn the story of dairy.

Leave a legacy for dairy by setting up planned giving...Give back to your industry.

Donate to the people of dairy today!

Online: Visit <https://dairyshrine.org/donate/>

By mail: Send a check to Dairy Shrine, PO Box 68, Fort Atkinson, WI 53538

The Dairy Shrine is a 501-C3 non-profit corporation that preserves dairy history in a museum, honors dairy leaders in a Dairy Hall of Fame, encourages future dairy leaders with annual scholarships and promotes the positive attributes of the dairy industry. As a non-profit corporation many of your donations are tax deductible. Please check with your accountant on the specifics of your donation.



Dairy Shrine Hosts First Student Luncheon

On Monday of World Dairy Expo the Dairy Shrine invited college students and their advisors to participate in an informal luncheon. About 30 students from across the country enjoyed lunch, complete with ice cream sandwiches—and had the opportunity to listen to a presentation by Jack Hippen, North American and Euro Sales Director for STgenetics.

Jack gave a terrific presentation that focused on what companies look for in hiring students out of college. His advice on how students can prepare for the dairy industry workforce was invaluable to this attentive and inquisitive audience. A special thank you to Jack for taking the time out of his schedule and to STgenetics for sponsoring the luncheon. ●



More than 30 students from colleges across the country attend the first Dairy Shrine Student Luncheon held during World Dairy Expo.



Views From Expo



If you would like to see all of the photos and order prints, please visit ryanebert.shootproof.com/gallery/dairyshrine. You can use your own email to log in, then enter the password: cheese. Photo gallery will be available until January 1, 2023.



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

In memory of Arlon Fritsche
Paul Fritsche

In memory of Byron Pester
Mike and Marjorie Painter

In memory of Darrell Pidgeon
Fred Hendricks
John and Vicki Meyer
Thomas Hansen
Leland and Beverly Barden
Marilyn Denger
Dean and Karen Potratz
Richard McCurdy

In memory of Dr. Bill Etgen
Thomas Noyes

In memory of Fred Idtse
The Idtse Family

In memory of Virgil Kregel
Scott Courtney
Mark Knudtson

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



Abbotts Honored For Donation

Earlier this year Tim and Sharyn Abbott along with Tim's brother Dave and his wife Penny donated \$100,000 to Dairy Shrine to honor their parents Knight and Ruth Abbott. At this year's awards banquet, former Dairy Shrine president and fundraising committee chair Dan

Bernick honored the Abbotts and presented them with a crystal jug to honor their commitment to the organization. In addition to the recognition, a special section of the National Dairy Shrine museum will be set aside to honor the Abbotts and any future significant donors. ●



Selner Recognized for Dairy Shrine Contribution

Dr. David Selner, Dairy Shrine Executive Director and lifelong supporter of National Dairy Shrine was honored at the awards banquet with a plaque recognizing his commitment to the organization. A duplicate plaque will be displayed in the National Dairy Shrine museum. We thank Dr. Selner for his dedication to National Dairy Shrine! ●



Dr. David Selner



In this picture Matt Iager was recognized with a plaque signifying his accomplishments as Dairy Shrine president. He's flanked by Executive Director Mike Opperman and newly elected president Janet Keller.

Let's Have a Toast

At the awards banquet, newly elected and first student board member Ashley Hagenow took a moment to offer a milk toast to honor the accomplishments from the past year and look forward to great things ahead! ●





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Happy
Holidays
from the Dairy Shrine!

