

THE CHRONICLE

WINTER 2023

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



Bonnie Mohr ©

President's Message:

Living our Mission

It is my honor and pleasure to serve as the Dairy Shrine President for the 2023-24 year. I am fortunate to work alongside a very talented, intelligent, and motivated Board of Directors. Together, we will work to fulfill the mission of NDS. This mission in short is to inspire the future, honor the past and preserve our heritage.

The Future

Our youth are our future and Dairy Shrine supports and encourages these outstanding young adults in many ways. Dairy Shrine awards more than \$40,000 annually as scholarships to a diverse group of young students to assist them in their education. These students have a keen interest in agriculture and will be future leaders of our industry.

Dairy Shrine day at the World Dairy Expo has been a huge success. Along with the banquet honoring these students and industry leaders, we host a luncheon for these and other young adults to mingle with our sponsors and other industry leaders. We are now adding two college students as board members to give them this experience and to help the board learn and understand the world from their perspective. Yes, we hope our

efforts will help create for them an exciting and successful future.

Most of you are familiar with the honors and recognition portion of our mission. We provide numerous prestigious awards during the banquet to outstanding current and past leaders and innovators of our industry. These award recipients will also have their legacy preserved inside the walls of the National Dairy Shrine museum.

Dairy Landmark

The National Dairy Shrine Museum is a landmark preserving all that is dairy in Fort Atkinson, Wisconsin. Please make this a stop in your travel plans. Once inside one will be immersed in the history and videos of our past leaders, the evolution of milk processing and national champion cows.

Finally, next year marks the 75th anniversary of National Dairy Shrine. We will be celebrating this milestone with highlights from the past and present. We are planning to initiate a fund drive that will allow Dairy Shrine to continue its mission for years to come. Members and non-members alike will have the opportunity to ensure that Dairy Shrine will continue to be a



By President, James Huffard

viable avenue for the future of our industry.

On behalf of our Board, I would like to commend our Executive Director, Mike Opperman, on the stellar job he is doing for Dairy Shrine. We would not be moving forward with our initiatives without his hard work and dedication.

I would like to thank all members who have contributed to the success of Dairy Shrine over the years. We hope you will continue your support as we fulfill our mission and position this organization for the future. We are the only national organization that records and preserves the history of the dairy industry, honors past and present leaders, inspires, supports, and encourages our youth to be future dairy leaders and promotes the industry daily.

To all a healthy and prosperous year ahead! ●

CONTENTS

3
Board of Directors



4
Award Winners

10
Second Annual Student Luncheon



ON THE COVER

'Well Hello There' by artist Bonnie Mohr
Bonnie Mohr Studio - 10454 160th St.
Glencoe, MN 55336

USE CODE 'SHRINE15' TO SAVE 15% OFF
ONLINE AT BONNIEMOHR.COM

*code good thru: 12/20/23



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.

Introducing the 2023 Dairy Shrine Board of Directors



Back row, from left: Tricia Sheehan, Ashley Hagenow, Kate Geppert, Jodi Hoynoski, Carol Regusci, Jason Johnson, Royce Thornton, Joe Airoso, Sarah Schmidt

Front row from left: Janet Keller, James Huffard, Tina Larson, Executive Director Mike Opperman.

At its annual meeting held October 2, 2023 in Madison, Wisconsin, the Dairy Shrine welcomed Regan Jackson, Scott Borgwardt, Bill Peck, and Christen Burgett to the Dairy Shrine Board of Directors. We are excited to have this great group of individuals guide the organization in the pursuit of our mission to inspire youth, honor leaders, and preserve history.

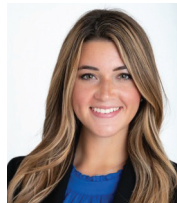
New Members Bring Diversity

Regan Jackson continues the Dairy Shrine's initiative to inspire youth by becoming the second student to be a part of the Board of Directors. A native of Boyce, Virginia Jackson attends Louisiana State University, majoring in food science and nutrition. She's also pursuing certifications in CPR, certified nursing assistant and lactation consultant certification. Regan is an accomplished dairy cattle judge and has been active in 4-H and FFA for many years. Her goal is to be an advocate of dairy health benefits for children, and a leading voice for the safety of production agriculture.

Scott Borgwardt has been with Kuhn North America for more than 15 years, currently serving as Marketing

Communications Manager where he oversees advertising and promotional efforts across North America. Scott grew up on a registered Holstein farm, Sunnyside Farms in Valders, WI. Before his time at Kuhn, his first role off the farm was at Hoard's Dairyman magazine. Scott has also served in volunteer roles supporting the youth dairy judging contests at World Dairy Expo for the last 25 years, most recently as the superintendent of the collegiate contest the past three years.

Bill Peck is a sixth generation dairy farmer in partnership with his brother Neil at Welcome Stock Farm located in Schuylerville, New York. He currently milks 1,000 cows and crops approximately 2,000 acres as well as marketing Holstein genetics around the world. He is a graduate of Cornell University in 1991 with a BS degree in Applied Economics and Business Management and a JD degree from Albany Law School in 1999 with a concentration in Environmental Law. In addition to the farming operation, Bill is currently serving in his 20th year as the Town of Northumberland Supervisor and at the Saratoga County Board of Supervisors. Bill is also the current Chairman of the Producer Advisory Com-



Regan Jackson



Scott Borgwardt



Bill Peck



Christen Burgett

mittee to the Council on Dairy Cattle Breeding (CDCB).

Christen Burgett is from Bismarck, North Dakota. She attended North Dakota State University (NDSU) and earned a bachelor's degree (2010) and master's degree (2012) in Animal Science. In the fall of 2012, Christen joined the Department of Animal Science at Iowa State University (ISU) and currently serves as an Associate Teaching Professor. She serves as an academic advisor for approximately 70 Animal Science, Dairy Science, and General Pre-Veterinary Medicine students. Additionally, she has served as the coach of the ISU Dairy Judging Team since 2014 and co-advises the Dairy Science Club at ISU.

Retiring Board Members

The new board members replaced the following members who retired from the board:

- Matt Iager, DVM, a veterinarian with Mid-Maryland Dairy Veterinarians and past Dairy Shrine president
- Dr. Sheila McGuirk, retired from the University of Wisconsin School of Veterinary Medicine
- Dr. Vikram Mistry, South Dakota State University
- Bonnie Bargstedt, Key Account Manager with Chr. Hansen Animal Health and Nutrition

We thank these retiring members for their service and commitment to the Dairy Shrine.

Dairy Shrine elected new leadership as well. Replacing retiring president Janet Keller is James Huffard, owner of Huffard Dairy Farm and Duchess Dairy Products in Crockett, Virginia. The board also elected Tina Larson, senior advertising specialist with World Wide Sires, as president elect. ●



Dairy Shrine Award Winners Honored



Accepting the Pioneer Award on behalf of Dr. Charles Sniffen were Dr. Corwin Holtz and Wanda Emerich, along with presenter Matt Iager.



Kathy Heersche accepted the Pioneer Award on behalf of her husband Dr. George Heersche from presenter Matt Iager.



Dr. Mark Lyons accepted the Pioneer Award on behalf of his father Dr. Pearse Lyons from presenter Matt Iager.



Scott Saacke accepted the Pioneer Award on behalf of his father Dr. Richard Saacke from presenter Matt Iager.



Distinguished Dairy Cattle Breeder award winners the Luttropp Family along with James Huffard who presented the award.



Dairy Shrine President James Huffard with Guest of Honor Les Hansen.



Views From Expo



Many quality items were offered at the Dairy Shrine silent auction. More than \$5,000 was raised for scholarship programs!



We're proud to have Ashley Hagenow, current Alice in Dairyland, on our board of directors!



The pre-banquet reception is a great place for old friends to connect.



President James Huffard presents a plaque to retiring president Janet Keller with recognition of her leadership to the Dairy Shrine.



Executive Director Mike Opperman congratulates past president retiring board member Matt Iager



Rick Daluge offered his musical talents once again!



Executive Director Mike Opperman with 2021 Guest of Honor and current Holstein Association, USA CEO John Meyer



Future Leaders Receive Scholarships



Klussendorf and McKown scholarship recipients Garrett Hastings, Hayley Daubert, Regan Jackson, Regan Kramer, Emory Bewley, Delana Erbsen, and Clarissa Ulness with Corey Geiger.



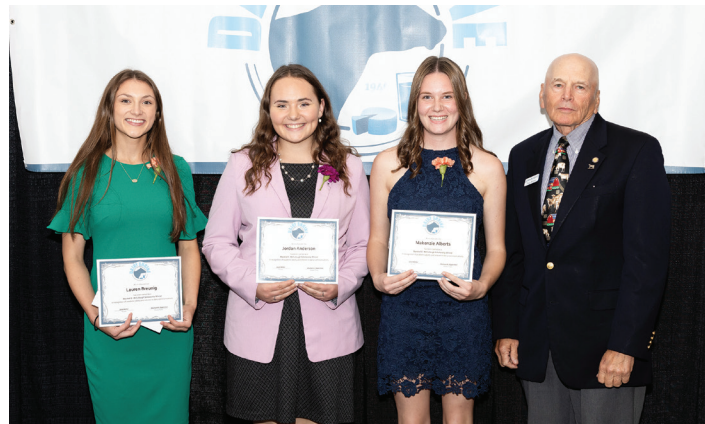
Kildee Award Recipients Kelsey Pash and Ashley Waymire.



Core Scholarship Recipients Clarissa Ulness, Hayley Daubert, Regan Jackson, and Delana Erbsen pictured with Dairy Shrine President James Huffard. (Not pictured: Madelyn Hoffman, Laken DuRussel)



The Charles and Judy Iager Scholarship was awarded to Samuel Mess and Naomi Scott.



Marshall McCullough Scholarship Recipients Lauren Breunig, Jordan Anderson, Mackenzie Alberts with President Huffard.





The DMI Education and Communication Scholarship recipients Margaret Molitor, Jaiden Cain, Luke Borst, Natalie Roe, and Madison Sifford with President Huffard.



The DMI Milk Marketing and Dairy Products Scholarship recipients Eliza Endres, Ashlyn Sarbacker, Libby Swatling, and Raegan Kime with President Huffard.



Receiving the Mike Lancaster Sophomore Scholarship were Sarah Hagenow, Kylie Konyn, Ben Styer, Megan Ratka, Aiden Ainslie, and Haven Hileman with President Huffard.



Merton Sowerby junior merit scholarships were offered to Doreen Dyt, Kendal Jenkins, Gracelyn Krahn, Jack Hammock, Elise Bleck, and Nicole Broege with President Huffard.



Student Recognition scholarship recipients were Ashley Hagenow, Miriam Cook, Clarissa Gross, and Sophy Henisz with President Huffard. (Not pictured: George Sebright, Zach Schilter)

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

In memory of Carol Tande
Tina Larson

In memory of Darrell Pidgeon
Ann Pidgeon

In memory of George Heersche
Dave and Darlene Schingoethe

In memory of Dr. Richard Saacke, and in honor of Ann Saacke
Earl Kehrmeyer

In memory of Edwin Genasci
Earl Kehrmeyer

In memory of L. W. Pete Keeley
Earl Kehrmeyer

In memory of Genie Lorenzo Roberts
M. Christian Rice
Mark & Kathleen Tanis
John & Jean Hilts

Jane Phillips
Bonnie & Jim Bail
Susan Gaston
Charles & Judy Iager
Ruth Lestz

Brad and Martha Rappaport
Susan and Paul Shannon
Max and Elise Lestz
Dan and Susan Lestz
Jeanee Mooney
Cindy Warner
Lorraine and Stan Danser
Dwight Stoltzfus
Robert and Susan Storch
Bree Fogleman
Makayla Donley
David Joyner

In memory of May Opperman
Tina Larson
James Huffard
Carol Regusci
Jodi Hoynoski

In memory of George Barless, Lloyd Simon, Verlo DeWall, Dr. Dave Dickson and Dr. Lee Majeskie
Dr. Chris Keim

In memory of Ronald Heffner
Anita Hill
John Holmes
Mary Johnson
T. Michael Vansant
Mary King
Donald Wilcom
Elaine Wells
Schwartzbeck Families
Frank and Barbara Connelly
Cindy Warner
Michael Stiles
Charles & Judy Iager
Michael and Nancy Potts
Miley Holstein Farms, Ltd.

In memory of Tim Stender
Minnesota Purebred Dairy Assoc.

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



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 Second Annual Student Luncheon

On Monday of World Dairy Expo the Dairy Shrine invited college students and their advisors as well as young dairy professionals to participate in an informal luncheon. More than 50 students from across the country enjoyed lunch, complete with ice cream sandwiches while listening to a presentation on career advice from Courtney Booth. Courtney gave an excellent presentation that encouraged students to

be introspective when contemplating their future career. A special thank you to Courtney for taking the time to speak to this group of students and young professionals! Dairy Shrine would also like to thank Stonybrook Creamery, Cargill, Select Sires/World Wide Sires and Holstein Association, USA for sponsoring the luncheon. ●



Young people had the chance to interact with their peers and network with industry representatives during the luncheon.



Guest speakers Courtney Booth and Mason Janquet delivered an informative and inspirational speech centered on leadership growth and development.



Dairy Shrine Turns 75!

The National Dairy Shrine organization began with a meeting on June 20, 1949. That means next year Dairy Shrine turns 75, and we've got some exciting things planned to celebrate this milestone. Watch your mailbox and inbox for great announcements!

"Thank you for hosting the luncheon during World Dairy Expo for college students. It was a great opportunity to network with several industry professionals. I look forward to attending again next year."

– Garret Hastings, Ohio State University judging team member

"I'm reaching out to share my gratitude for the luncheon at the World Dairy Expo. I was very intrigued with the speaker and the conversation that was had talking about personal development. It definitely gave me a new perspective and got me thinking. Furthermore, I really enjoyed the networking that went on during the meal. It was neat to see the paths that they have taken and all of the advice they had for us. It is because of people and organizations like yours that keeps the industry alive and well!"

– William Seedorf, Ohio State dairy judging team

"Thank you for providing scholarships to students interested in agriculture. I was thrilled to learn of my selection for this scholarship (lager scholarship) and I am deeply appreciative of your support. I cannot express my gratitude enough and I want you to know that your generous support will help me achieve my goal of becoming a successful dairy farmer."

– Sam Mess, enrolled in his second year at Fox Valley Technical College.

"I would like to thank each and every one of you for your contribution to the Dairy Management Inc. Milk and Dairy Product Marketing scholarship. This scholarship will be extremely helpful for me to finish my food science degree at Penn State. I hope to use my knowledge and experience that I will gain from my degree and give back to the dairy industry that has taught me so much."

– Madeleine Denlinger

Farm plaque program

The National Dairy Shrine museum would like to offer dairy farms the opportunity to be recognized on the walls of this national dairy Hall of Fame. Farms that wish to participate can choose one of the following options:



- Dairy Farm Listing: For \$100, list your farm on a plaque prominently displayed inside the museum
- Dairy Farm Plaque: For \$500, have your farm logo etched into a 6" x 9" plaque. In addition, we'll include a QR code that when scanned will take users to your farm website or social media page. This support can be renewed every five years.
- Permanent Dairy Farm Plaque: For \$1,000, put your farm plaque on permanent display inside the museum.

To participate, complete the following information:

Farm Name _____

Address _____

City/State _____ Zipcode _____

Phone _____

Email _____

Choice: Listing ___ Plaque ___ Permanent Plaque ___

If choosing a plaque, please send a hi-res logo of your farm as well as a website address for the QR code to info@dairyshrine.org



Cut out this form and send it along with payment to Dairy Shrine, PO Box 68, Fort Atkinson, WI 53538 Or scan on the QR code to pay online.





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Happy
Holidays
from the Dairy Shrine!

