

THE CHRONICLE

SPRING 2025

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



President's Message:

Let's Work Together for a Bright Future

Over 75 years ago, on June 2, 1949 a group of far-sighted dairy enthusiasts met to organize the Dairy Shrine Club. Their vision was to bring a group of people together to represent all segments of the dairy industry, from all parts of the United States, to preserve and honor the dairy cow and the way of life she has afforded those who work with her. Karl Musser, secretary of the American Guernsey Cattle Club at the time, wrote, "Nowhere in America has there been built anything that would approach a Shrine for the purebred dairy cattle breeders. Nowhere is there a Hall of Fame into which can be built for posterity constant reminders to future generations of what great cattle have left to the industry."

As the current National Dairy Shrine President, I am honored to be able to work with an equally enthusiastic and forward-thinking group of people who make up today's Board of Directors and Executive Secretary.

It would be easy to rest on our history. The advancements that have been made are astounding and worthy of honor. Over generations, breeders, producers, scientists, geneticists, researchers, manufacturers, nutritionists, marketers, educators, and more have built upon

each other's achievements to accomplish feats unimaginable in 1949. Honoring the contributions of these pioneers is a vital part of preserving our industry's history.

But you'll notice that I've used words like "far-sighted", "forward-thinking" and "vision" to describe what the founding fathers created. That is what I believe is the real work that this organization's members believe in.

The founders could not have imagined that National Dairy Shrine would grow into the organization it now is, or that it would have assets to award over \$45,000 in scholarships annually (more than 1000 scholarships totaling well over \$1,000,000 since its inception) to scores of young dairy enthusiasts. But I would be willing to bet that they would be extremely pleased about those facts 75 years on.

Nothing exemplifies forward-thinking better than the mission of Campaign 75, the capital campaign that the current board launched during our 75th Anniversary in 2024. The C75 campaign has a lofty goal of raising \$750,000 to increase the number and value of the scholarships we give, and we are well on our way! The future of the dairy industry lies with the youth



**By President,
Tina Larson**

of today, and raising funds to help provide greater inspiration to our next generation is a large part of the vision of Campaign 75.

The big ask of the members of today's NDS, is this: what can you do to support the mission laid out by the founders so many decades ago? Do you see a bright future for the dairy industry? Will you make a pledge to contribute to the enduring legacy of current and future generations of dairy enthusiasts?

If your answer is yes to the big ask, please give Mike a call at 920-542-1003 to discuss a legacy contribution or to become a corporate sponsor; mail a check to Dairy Shrine at PO Box 68, Fort Atkinson, WI 53538; or contribute online at www.campaign75.org. The founding members thank you, and so do I. ●

CONTENTS

3

Recognizing Leaders



5

Youth Honored

6

Preserving History



ON THE COVER

As part of the 75th anniversary celebration artwork was commissioned by Andrea Jorgensen (andreaajorgensen.com). The painting on the cover is one of four paintings that were produced, this one titled "Seeds of Promise". To order a set of greeting cards featuring the full set, visit www.dairyshrine.org/shop



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.

Recognizing Dairy Leaders

Recognizing dairy leaders has been a core part of the National Dairy Shrine since H.H. Kildee received the first Guest of Honor recognition back in 1949. Today 82 Guest of Honor, 52 Distinguished Dairy Cattle Breeders and 355 Pioneers have been enshrined in the National Dairy Shrine museum.

New names were added to the rolls in 2024. Corey Geiger, long-time editor at Hoards Dairyman magazine and most recently with CoBank, was honored as the 2024 Guest of Honor. The Distinguished

Dairy Cattle Breeder was Don Bennink of North Florida Holsteins. Receiving Pioneer recognition were Dr. David Faber who has made great contributions to genetic gains through Trans Ova Genetics; Stan Bird, publisher of Dairy Business Communications and one of the founders of the Dairy Challenge; Peter Vail, prominent breeder and owner of Caro-Vail Fertilizer Company; Alice Evans, a pioneering researcher who discovered that brucellosis in cows was passed to humans through raw milk which

led to pasteurization and widespread testing of dairy herds for brucellosis.

All of the 2024 winners were recognized at the 2024 National Dairy Shrine Awards Banquet. To watch their acceptance speeches and awards presentation, visit the Dairy Shrine YouTube channel at www.youtube.com/@DairyShrine/featured

The process of selecting 2025 recipients is underway. Award nominations are accepted through March 15, 2025 and applications can be found at www.dairyshrine.org/awards. ●

The mission of the National Dairy Shrine is to inspire youth, recognize leaders and preserve the history of the dairy industry. In 2024 we focused on each of those mission areas. Over the next few pages we will demonstrate how we lived our mission.



Guest of Honor Corey Geiger with president James Huffard.



Brad Nosbush, who accepted the Distinguished Dairy Cattle Breeder Award on behalf of Don Bennink, and board member Jodi Hoynoski



Barbara Schmidt, daughter of Pioneer recipient Stan Bird, with president Huffard.



Dr. David Faber, Pioneer recipient, with president James Huffard



Pioneer award recipient Peter Vail



Scholarship Winners Honored

The future of the dairy industry lies with passionate young people. To foster this enthusiasm for the dairy industry, the National Dairy Shrine implements several activities to inspire youth and provide them with the tools and resources to be successful in their dairy careers, whatever that career may entail.

The largest part of inspiring youth is providing scholarships to college students who are preparing for careers in the dairy industry. This is a tradition that dates back all the way to

when the National Dairy Shrine began in 1949. Over our history more than \$1 million has been awarded to hundreds of young people. In 2024, 31 scholarships totaling \$45,000 were awarded, representing young people from more than a dozen different universities.

When students graduate college, their dairy career has just begun and we recognize a need to help them start their careers on the right foot. Throughout 2024 we provided young professionals with information and resources to

help guide their career growth. That culminated with a luncheon at World Dairy Expo that featured a professional development session. Peggy Coffeen provided valuable insight into making the right career decisions, and included a panel of notable industry leaders. Nearly 100 students and young industry professionals participated in the session.

Throughout 2025 we'll continue to grow our outreach to young people in the dairy industry. ●



2024 Klussendorf and McKown scholarship recipients. Klussendorf president Corey Geiger, Natalie Clemenson, Sarah Hagenow, Emma Dorshorst, Benjamin Styer, Jacob Harbaugh, Dairy Shrine president James Huffard.



Maurice Core scholarship winners Natalie Clemenson, Alexis Hoefs, Tyler Ratka and Garrett Ulness.



Charles and Judy Iager scholarship recipients Anthony Diniz and Aubrey Montgomery.



Marshall McCullough scholarship recipients Allison Foss, Rachel Visser.





DMI Education and Communication scholarship recipients Kylie Kony, Makenzie Alberts, Raegan Kime and Gracie Ash



DMI Milk Marketing scholarship recipients Sarah Hagenow, Jordan Anderson and Haven Hileman.



Mike Lancaster Sophomore Merit scholarship recipients Lauren Breunig, Delana Erbsen, Jenna Gries and Clarissa Ulness.



Merton Sowerby Junior Merit scholarship recipients Natalie Roe, Benjamin Styer, Haley Beukema and Megan Ratka.



Dairy Production scholarship, sponsored by Cargill, was received by Hunter Holewinski.



Student Recognition scholarship recipients Jack Hammock, Paige Peiffer, Nicole Broege, Madelyn Palmer and Isaac Rott.

History Preserved

In 1981 the National Dairy Shrine Museum was established in Fort Atkinson, Wisconsin. The vision of the group who organized the effort was to preserve the history of the dairy industry and provide a place where the non-farm public can learn about common dairy production practices.

Today more than 15,000 visitors tour the museum each year. While a portion of these visitors

are from an agricultural background, a majority of visitors may be learning about the dairy industry for the first time. That makes the vision for the museum as important today than ever—to preserve the history of the dairy industry and educate audiences about dairy production practices.

The summer is the busiest time for the museum, and it's also a time when special events

take place. June Dairy Month is celebrated with a cow parade featuring all seven breeds. A traditional ice cream social is held around the 4th of July. Other activities are organized throughout the year to celebrate dairy!

The museum is open Tuesdays through Saturdays from 9 am to 4 pm and is free to the public. ●



A milk bottle display greets visitors as they enter the Dairy Shrine exhibit.



A new digital display includes champion cows dating back to as early as 1906.



A display highlights Future Hope Holsteins, a prominent dairy farm located near Fort Atkinson, Wisconsin.



Part of the cheese display includes signage with a brief history of cheese making and a QR code that takes users to videos on cheese production.



In the ice cream area a sign provides a background on ice cream making plus a link to videos on how ice cream is made.



A look back at 2024



The current National Dairy Shrine board of directors.



Dairy Shrine enthusiasts admired displays during the awards banquet reception.



Retiring board members include Royce Thornton and Janet Keller (not pictured: Linda Hanson) along with outgoing president Jimmy Huffard.



To celebrate the great cows of the past 75 years, an online judging contest was held that identified great cows of each breed. Champions from each decade going back to the 1950s made up the judging classes. Thousands of people went online to vote for their favorite cows. Winning Supreme Champion was Erbacres Snapple Shakira.



The Jimmys, featuring Jimmy Voegeli, entertained the crowd during the awards banquet reception.



Ruehlow Makes Significant Contribution

\$100,000 donation will help fund future scholarships

Financial support from National Dairy Shrine members and non-members fuel the pursuit of our mission and are critical to helping the organization achieve its goals.

In 2024 the National Dairy Shrine embarked on a capital campaign to celebrate the organization's 75th anniversary and lay a foundation for the next 75 years. Generous donations pushed the campaign total to more than \$70,000, and a list of the donors is provided below. The campaign continues through the end of 2025—those who would like to donate and support the campaign can do so at www.campaign75.org.

Robert and Rebecca Ruehlow chose a \$100,000 donation to honor the memory of August and Doris Ruehlow, dairy farmers in Green County, Wisconsin. The Ruehlow's were recognized at World Dairy Expo and a plaque commemorating the donation hangs in the National Dairy Shrine museum.

A donation honoring **Genie Lorenzo Roberts** totaled more than \$25,000 and will be allocated toward the fund of a scholarship for college students.

The **syrup auction** at the Music City Celebration Sale, organized by Tim and Sharyn Abbott, raised more than \$13,000 in honor of Norman Hill, Michael Heath and Ronnie Heffner. ●



Robert Ruehlow being recognized for his contribution along with president Huffard.



Plaques hang in the National Dairy Shrine museum commemorating significant donations made from Dairy Shrine supporters, including the Abbott family and Ruehlow contributions.

Contributors to Campaign 75

Emerald

Joe Airoso
Tom Aitchison
John and Bonnie Ayars
Bill and Marion Barlass
Dave Bolin
Fowler Branstetter
Christen Burgett
Mary & Mike Creek
Jim Dickrell

Ryan Ebert
Mary Lyunn Elver
John Erbsen
Sue and Gary Fassett
Linda Hanson
Linda Hanson
Fred & Jackie Hendricks
Max & Marilyn Herzog
Mike Hutjens

Charles and Robyn Krause
Alicia and Jonathan Lamb
Mary Larson
Tina McDonald
Erick Metzger
Chuck Miller
Carol Regusci
Elizabeth Roedl
Michele Ruby

Tricia Sheehan
Sherry Siemers Peterman
Larry Swartz
Timothy Swenson
Clark & Joy Vilter
Jay Weiker
Elmo Wendorf, Jr
Innisfail Dairy
Harvue Farm

Ruby

Brian Albertoni
Maggie Murphy Roffey and
David Roffey
Scott Armbrust
Dan Bernick
Richard Clauss

Rick and Peggy Daluge
Linda Hodorff
Jodi Hoynoski
Jim Huffard
Jason Johnson
Janet Keller

Julie and Kevin Larson
Tina Larson
Barb Lyon
John and Vicki Meyer
Mike Opperman
John and Denise Schouten

George Shook
Kevin Stiles
Julie Ziegler

Sapphire

Calvin Covington
Bob Hagenow Family
Bernie Heisner

Charles & Judi Iager
Dr. Sheila McGuirk
Matt Iager



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

In Memory of Ronnie Heffner

Peter Gambill
Roger and Sally Fiery
Laura Jackson Family
John and Bonnie Ayars

In Memory of David Dickson — Mike Hutjens

In Memory of Larry Tande

Mike Hutjens
John and Bonnie Ayars

In Memory of Edwin Genasci

Regusci Family
Steve Relvas

In Memory of Tom and Joe Lyon

Barbara Lyon
Doug Wilson

In Memory of Byron "Buck" Cowell

Becky and Travis Kramer

In Memory of Horace Backus

Alicia Lamb
Scott Armbrust

In Memory of Ron Serstrand

Earl Kehmeyer
Niles and Carolyn Wendorf
Steve Relvas

In Memory of Verna Massman — Albin Massman

In Honor of Mike Opperman

Diedra Harkenrider

In Memory of Terry Rawn — Larry Schirm

In Memory of J. Lee Majeskie — Judy Majeskie

In Memory of Mike Snyder — Dave Kruschke

In Memory of John Gross — Millie Gross

In Memory of Dr. Steve Milan — Earl Kehmeyer

In Memory of Dr. Dave Selner

Earl Kehmeyer
Tina Larson
Scott Armbrust
Steve and Leota Larson

In Memory of Ken Main

Regusci Family
John and Bonnie Ayars

In Memory of Clarence Olson — Sgene Schindler

In Memory of George Barlass

John and Bonnie Ayars

In Memory of Ray Kuehl

John and Bonnie Ayars

In Memory of Dr. George Heersche

John and Bonnie Ayars

In Memory of Donna Wirt

David and Sue Kjome

In Memory of Miles McCarry — Steve Relvas

In Memory of Jim Pappas — Steve Relvas

In Memory of Richard Carverly

Mary and Mike Creek & Family

In Memory of Jim and Liz Foss

Anne Manderfeld

In Memory of David and Raymond Selner

Earl Kehmeyer

In Memory of Don Solberg

Judd Hanson
Bob and Jeannette Sheehan
Doug Wilson
Bruce and Karen Froyum

In Memory of Dr. Gene Freeman

Doug Wilson

In Memory of Russell Wirt — Doug Wilson

In Memory of Allen Koepke — Earl Kehmeyer

In Memory of Ray Schooley — Julie Ziegler

In Honor of Corey Geiger

Ewing and Patti Row

Yes! I would like to pledge to support the mission of National Dairy Shrine!

Our mission pillars:

- Inspire Youth
- Recognize Leaders
- Preserve History

Please mail your check payable to
National Dairy Shrine
P.O. Box 68
Fort Atkinson, WI 53538
Or donate online at
www.campaign75.org

Thank you for your support!

Name _____

Address _____

City, State, Zip _____

Email _____

Phone _____

The donation categories are below:

- ✓ Emerald: \$75 to \$749
- ✓ Ruby: \$750 to \$7,499
- ✓ Sapphire: \$7,500 to \$74,999
- ✓ Diamond: \$75,000 and above

I pledge the following amount:

\$ _____

I will pay:

____ In one payment

____ In equal yearly payments over three years



Building On Our Mission

In President Larson’s message she made eloquent reference to the history of the National Dairy Shrine. That history lies as a foundation for the future of our organization. Members of the National Dairy Shrine Board of Directors have spent considerable time thinking about the future of the organization and building strategies that will guide future success.

That future centers on our mission to inspire youth, recognize leaders and preserve history. This focus aligns with the following initiatives:

Inspiring Youth

The National Dairy Shrine will remain centered on providing inspiration to young people who are so important to the future of the dairy industry. We are working to expand our scholarship offerings to offer more scholarship opportunities in addition to higher-value awards. New scholarship supporters—individuals and corporations—are being pursued to fund these new opportunities. Look for exciting news on this front!

We are also actively working to provide young dairy professionals with resources and tools to help them succeed early in their careers. Our Young Professionals luncheon remains a cornerstone for this effort, and we were proud to have Peggy Coffeen provide terrific insights to individuals during the 2024 World Dairy Expo. We will continue to grow this effort, including creating a mentor program and other programming opportunities.

Recognizing Leaders

No other organization in the dairy industry has recognized more dairy leaders than National Dairy Shrine, and we will continue with this effort going forward. The organization will continue to expand upon awards opportunities and continue to recognize renowned leaders.

For many years the Dairy Shrine recorded video history of past award recipients. We will continue to grow this critical library of dairy industry leaders to preserve their history for all to hear and learn from.

Preserving History

The National Dairy Shrine remains a cornerstone of our organization. While



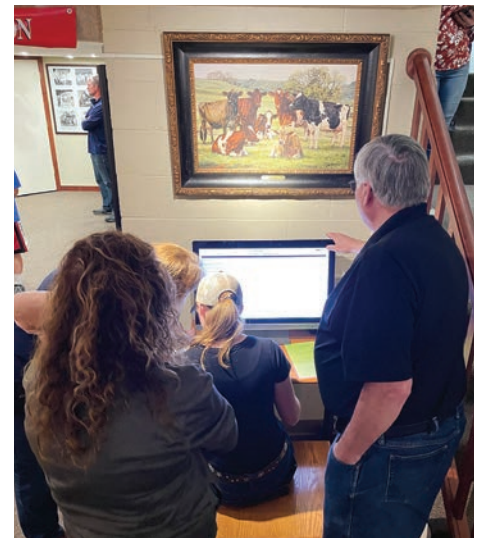
Nearly 100 young people and industry supporters attend the Young Professionals luncheon.



Award winners were lauded at the 2024 National Dairy Shrine awards banquet.

educational opportunities abound inside the museum, we are actively working to enhance the visitor experience. We will be working with a museum consultant to develop a plan for upgrading the historical displays. We will also be pursuing opportunities to upgrade the digital capabilities inside the museum to enhance the learning experience.

These initiatives cannot be completed without financial support. If these mission initiatives align with your values and desire to support the future of the dairy industry, consider making a pledge to National Dairy Shrine. You can do so by visiting www.campaign75.com or sending a check to National Dairy Shrine at PO Box 68, Fort Atkinson, WI 53538. ●



Interactive displays help enhance educational opportunities at the National Dairy Shrine museum.



SHOW YOUR DAIRY PRIDE!

SUPPORT THE NATIONAL DAIRY SHRINE BY PURCHASING THESE GREAT ITEMS.



\$15



\$10



\$25

To see the entire store visit www.dairyshrine.org/shop





Office of the Executive Director
PO Box 68
Fort Atkinson, WI 53538
(920) 542-1003
info@dairyshrine.org
www.dairyshrine.org

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 _____

\$25 - \$50 Memorial Donation

Address _____

\$51 - \$100 Supporter Donation

City/State _____

\$101 - \$500 Blue Ribbon Donation

Zipcode _____

\$501 - \$1,000 Champion Donation

E-mail _____

\$1,001 and above All Star Donation

Phone _____

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



