

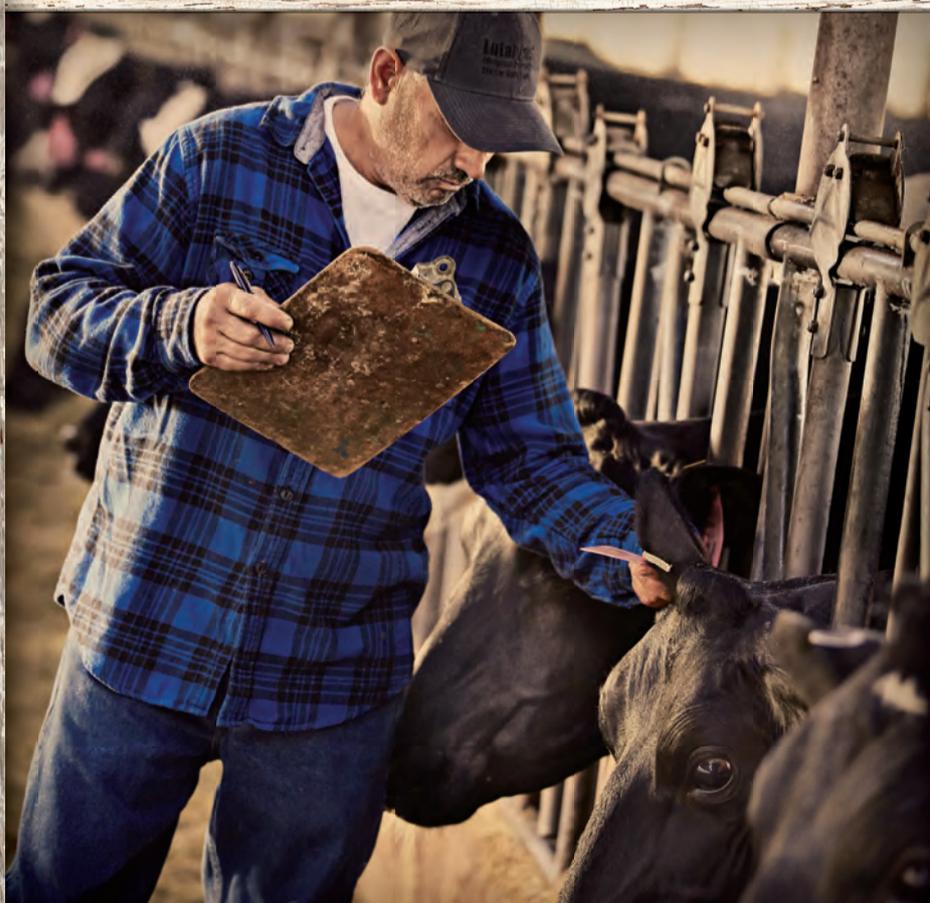
# HOARD'S DAIRYMAN



September 30 to October 4, 2014 | Madison, WI

WORLD DAIRY EXPO  
2014  
Supreme Champion





THEY'RE MADE FOR  
EACH OTHER,  
SO THEY'RE BETTER  
TOGETHER.

## LUTALYSE® AND FACTREL® ARE FDA-APPROVED FOR FIXED-TIME AI.

Using these two products together is more than just the better way, it's the right way. That's because the U.S. Food and Drug Administration (FDA) has only approved LUTALYSE® (*dinoprost tromethamine*) Sterile Solution to work with FACTREL® Injection (*gonadorelin injection*) to synchronize your dairy cows' estrous cycles for fixed-time artificial insemination. And securing this approval is just one of the small ways we help you do what you do best. Learn more at [DairyReproSolutions.com](http://DairyReproSolutions.com).

**Lutalyse®**  
(*dinoprost tromethamine*)  
Sterile Solution

**Factrel® Injection**  
(*gonadorelin injection*)



**IMPORTANT SAFETY INFORMATION FOR LUTALYSE:** Women of childbearing age and persons with respiratory problems should exercise extreme caution when handling LUTALYSE. LUTALYSE is readily absorbed through the skin and may cause abortion and/or bronchospasms, therefore spillage on the skin should be washed off immediately with soap and water. Aseptic technique should be used to reduce the possibility of post-injection clostridial infections. Do not administer LUTALYSE in pregnant cattle unless cessation of pregnancy is desired. See brief summary of Prescribing Information on Page 6.

**IMPORTANT SAFETY INFORMATION FOR FACTREL:** FACTREL is for use in cattle only. Please see brief summary of Prescribing Information on Page 6.

**DAIRY WELLNESS MAKES A DIFFERENCE™**

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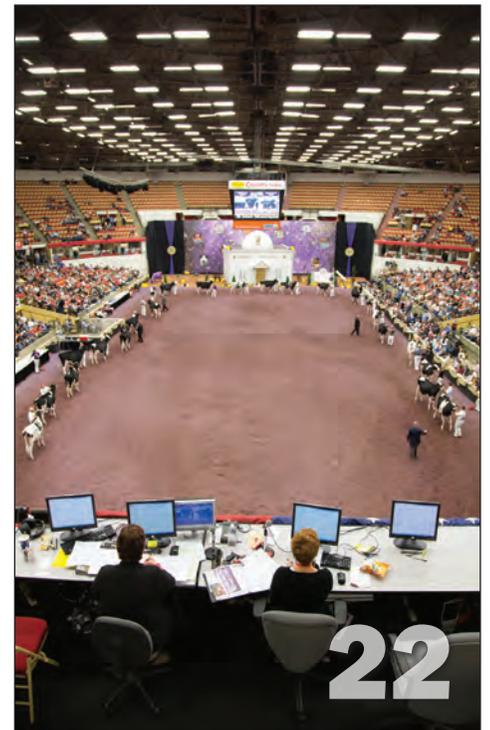
# HOARD'S DAIRYMAN

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## ON THE COVER



Just like a model preparing for the runway, dairy enthusiasts from across the country and around the world better be suited up and have their designer dairy supplies gathered for the black tie event of the year. With brand new buildings, colored shavings and an impressive trade show, World Dairy Expo's stage is set. If you would like to see how this cover image was constructed, check out the Hoard's Dairyman blog at [on.hoards.com/WDE2014cover](http://on.hoards.com/WDE2014cover). Cover design and photos by Ryan Ebert, Art Director.

Advertisement

THE FDA APPROVED THIS FIXED-TIME AI. SEE LEFT.

# Come pick our brains at the show

by Hoard's Dairyman staff

DESIGNERS are continuously pushing the envelope. At *Hoard's Dairyman*, it is our goal, as well, to push the envelope as we offer thought-provoking content and strive to improve your readership experience. For this particular issue, we've done this once again, producing our largest World Dairy Expo supplement since it launched 29 years ago.

Our team has also continued to expand and improve upon the knowledge we share with you, your employees and our nation's dairy youth. Shortly before last year's show, our team launched *Hoard's Dairyman Intel*, a weekly email newsletter that delivers the latest industry news to your inbox each Monday. For youth, we updated *Learning Linear*, our linear scoring guide, to better reflect dairy cattle conformation in the U.S. today.

If your plans for October include a stop in Madison, be sure to visit our booths in the Coliseum or Exhibition Hall. Our editorial team will also be at the show throughout the week if you would like to discuss past articles or have suggestions for future issues. Yet, it's not always easy to find one of us as we move between events.

In an attempt to improve our

accessibility and better share our knowledge with you, our editors, Corey Geiger, Dennis Halladay, Abby Bauer and Amanda Smith, will be stationed in both booths from 10 a.m. to 12 noon on Wednesday, Thursday and Friday. We welcome this opportunity to offer a listening ear and discuss your ideas, challenges, concerns or whatever else may be top of mind. Of course, other members of our experienced *Hoard's Dairyman* team will be manning our two booths throughout the duration of the show, as well.

We will also continue to provide coverage of the judging contests, trade show and cattle show throughout the week with our Hoard's @ Expo blog ([www.hoards.com](http://www.hoards.com)) and on our Facebook page ([www.facebook.com/HoardsDairyman](http://www.facebook.com/HoardsDairyman)). Whether you've traveled hundreds of miles to be on the Alliant Energy Center grounds or are following the show from home, we will continue to provide the best Expo coverage we can through our social media channels.

And, while the first week in October is a time to celebrate all our industry has to offer, stop by and let us know how *Hoard's Dairyman* can continue pushing the envelope. **H**

## HOARD'S DAIRYMAN

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LAURIE BREUCH, Dairy Cattle Show Coordinator  
ANNETTE ZIEGLER, Accounting Manager  
KELLY BIENFANG, Program Assistant

### Admission costs

DAILY — \$10 per person, under 12 free  
SEASON PASS — \$30 per person

### Show dates

SEPTEMBER 29 to OCTOBER 3, 2015  
OCTOBER 4 to OCTOBER 8, 2016  
OCTOBER 3 to OCTOBER 7, 2017

NADA 139-237, Approved by FDA

## Factrel® Injection (gonadorelin injection)

50 mcg gonadorelin per mL (as gonadorelin hydrochloride) Solution for Intramuscular Injection.  
For use in cattle only

### CAUTION

Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

### DESCRIPTION

FACTREL Injection is a sterile solution containing 50 micrograms of synthetic gonadorelin (as hydrochloride) per mL in aqueous formulation containing 0.6% sodium chloride and 2% benzyl alcohol (as a preservative).

Gonadorelin is the gonadotropin releasing hormone (GnRH) which is produced by the hypothalamus and causes the release of the gonadotropin luteinizing hormone (LH) and follicle-stimulating hormone (FSH) from the anterior pituitary.

FACTREL Injection has the identical amino acid sequence as endogenous gonadorelin: 5-oxo Pro-His-Trp-Ser-Tyr-Gly-Leu-Arg-Pro-Gly-NH<sub>2</sub> with identical physiological activities. The molecular weight of gonadorelin is 1182 with a molecular formula of C<sub>55</sub>H<sub>75</sub>N<sub>17</sub>O<sub>13</sub>. The corresponding values for gonadorelin hydrochloride are 1219 (1 HCl) expressed as C<sub>55</sub>H<sub>75</sub>N<sub>17</sub>O<sub>13</sub>HCl, or 1255 (2 HCl) expressed as C<sub>55</sub>H<sub>75</sub>N<sub>17</sub>O<sub>13</sub>·2HCl.

### INDICATIONS FOR USE

For the treatment of ovarian follicular cysts in cattle. The treatment effect of FACTREL Injection when used in cattle with ovarian follicular cysts is a reduction in the number of days to first estrus.

For use with LUTALYSE® (dinoprost tromethamine) Sterile Solution to synchronize estrous cycles to allow fixed-time artificial insemination (FTAI) in lactating dairy cows.

### DOSEAGE

For the treatment of ovarian follicular cysts in cattle: Administer 2 mL of FACTREL Injection as a single intramuscular injection.

For use with LUTALYSE (dinoprost tromethamine) Sterile Solution to synchronize estrous cycles to allow fixed-time artificial insemination (FTAI) in lactating dairy cows: Administer 2 to 4 mL FACTREL Injection (100-200 mcg gonadorelin) per cow as an intramuscular injection in a treatment regimen with the following framework:

- Administer the first dose of FACTREL Injection (2-4 mL) at Day 0.
- Administer LUTALYSE (25 mg dinoprost, as dinoprost tromethamine) Sterile Solution by intramuscular injection 6-8 days after the first dose of FACTREL Injection.
- Administer a second dose of FACTREL Injection (2-4 mL) 30 to 72 hours after the LUTALYSE injection.
- Perform FTAI 0 to 24 hours after the second dose of FACTREL Injection, or inseminate cows on detected estrus using standard herd practices.

### WARNINGS AND PRECAUTIONS

For use in animals only. Not for human use. Keep out of reach of children.

### RESIDUE WARNINGS

No withdrawal period or milk discard time is required when used according to labeling.

### SAFETY AND TOXICITY

In cows the intramuscular administration of up to 12.5 times maximum recommended dosage (2,500 mcg/day) of FACTREL Injection for 3 days did not affect any physiological or clinical parameter. Likewise, single intramuscular doses of 500 mcg did not interfere with pregnancy. No evidence of irritation at injection site was found in any animal.

A total of 1142 cows were enrolled in the previously noted field study that evaluated the effectiveness of two doses of 2, 3 or 4 mL of FACTREL Injection for use with LUTALYSE Sterile Solution to synchronize estrous cycles to allow FTAI in lactating dairy cows. Cows were observed daily for abnormal clinical signs. Over the course of the study there were 148 adverse health events documented in 118 cows. These adverse health events were common conditions in dairy cows (mastitis, lameness and pneumonia) and are not considered related to treatment.

### ADVERSE REACTIONS

To report suspected adverse events, for technical assistance or to obtain a copy of the Material Safety Data Sheet (MSDS) contact Zoetis Inc. at 1-888-963-8471.

For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

### HOW SUPPLIED

FACTREL Injection (gonadorelin injection), 50 mcg/mL is available in 20 mL multi-dose vials (box of one).

### STORAGE CONDITIONS

Store at refrigerator temperature 2° to 8°C (36° to 46°F).

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Distributed by: 43101  
Zoetis Inc. Revised: March 2013  
Kalamazoo, MI 49007 13950800

## LUTALYSE® brand of dinoprost tromethamine injection sterile solution

**Caution:** Federal law restricts this drug to use by or on the order of a licensed veterinarian. For intramuscular use for estrus synchronization, treatment of unobserved (silent) estrus and pyometra (chronic endometritis) in cattle; for abortion of feedlot and other non-lactating cattle; for parturition induction in swine; and for controlling the timing of estrus in estrous cycling mares and clinically anestrous mares that have a corpus luteum.

### INDICATIONS FOR USE

**Cattle:** LUTALYSE Sterile Solution is indicated as a luteolytic agent.

LUTALYSE is effective only in those cattle having a corpus luteum, i.e., those which ovulated at least five days prior to treatment. Future reproductive performance of animals that are not cycling will be unaffected by injection of LUTALYSE.

**1. For Intramuscular Use for Estrus Synchronization in Beef Cattle and Non-Lactating Dairy Heifers.** LUTALYSE is used to control the timing of estrus and ovulation in estrous cycling cattle that have a corpus luteum.

Inject a dose of 5 mL LUTALYSE (25 mg PGF<sub>2a</sub>) intramuscularly either once or twice at a 10 to 12 day interval.

With the single injection, cattle should be bred at the usual time relative to estrus. With the two injections cattle can be bred after the second injection either at the usual time relative to detected estrus or at about 80 hours after the second injection of LUTALYSE.

Estrus is expected to occur 1 to 5 days after injection if a corpus luteum was present. Cattle that do not become pregnant to breeding at estrus on days 1 to 5 after injection will be expected to return to estrus in about 18 to 24 days.

**2. For Intramuscular Use for Unobserved (Silent) Estrus in Lactating Dairy Cows with a Corpus Luteum.** Inject a dose of 5 mL LUTALYSE (25 mg PGF<sub>2a</sub>) intramuscularly. Breed cows as they are detected in estrus. If estrus has not been observed by 80 hours after injection, breed at 80 hours. If the cow returns to estrus breed at the usual time relative to estrus.

**Management Considerations:** Many factors contribute to the success and failure of reproduction management and these factors are important also when time of breeding is to be regulated with LUTALYSE Sterile Solution. Some of these factors are:

- a. Cattle must be ready to breed—they must have a corpus luteum and be healthy;
- b. Nutritional status must be adequate as this has a direct effect on conception and the initiation of estrus in heifers or return of estrous cycles in cows following calving;
- c. Physical facilities must be adequate to allow cattle handling without being detrimental to the animal;
- d. Estrus must be detected accurately if timed AI is not employed;
- e. Semen of high fertility must be used;
- f. Semen must be inseminated properly.

A successful breeding program can employ LUTALYSE effectively, but a poorly managed breeding program may not be improved by LUTALYSE if other management deficiencies are remedied first.

Cattle expressing estrus following LUTALYSE are receptive to breeding by a bull. Using bulls to breed large numbers of cattle in heat following LUTALYSE will require proper management of bulls and cattle.

**3. For Intramuscular Use for Treatment of Pyometra (chronic endometritis) in Cattle.** Inject a dose of 5 mL LUTALYSE (25 mg PGF<sub>2a</sub>) intramuscularly. In studies conducted with LUTALYSE, pyometra was defined as presence of a corpus luteum in the ovary and uterine horns containing fluid but not a conceptus based on palpation per rectum. Return to normal was defined as evacuation of fluid and return of the uterine horn size to 40mm or less based on palpation per rectum at 14 and 28 days. Most cattle that responded in response to LUTALYSE recovered within 14 days after injection. After 14 days, recovery rate of treated cattle was no different than that of non-treated cattle.

**4. For Intramuscular Use for Abortion of Feedlot and Other Non-Lactating Cattle.** LUTALYSE is indicated for its abortifacient effect in feedlot and other non-lactating cattle during the first 100 days of gestation. Inject a dose of 25 mg intramuscularly. Cattle that abort will abort within 35 days of injection.

Commercial cattle were palpated per rectum for pregnancy in six feedlots. The percent of pregnant cattle in each feedlot less than 100 days of gestation ranged between 26 and 84; 80% or more of the pregnant cattle were less than 150 days of gestation. The abortion rates following injection of LUTALYSE increased with increasing doses up to about 25 mg. As examples, the abortion rates, over 7 feedlots on the dose titration study, were 22%, 50%, 71%, 80% and 78% for cattle up to 100 days of gestation when injected with LUTALYSE doses of 0.1 (5 mg), 2 (10 mg), 4 (20 mg) and 8 (40 mg) mL, respectively. The statistical predicted relative abortion rate based on the dose titration data, was about 93% for the 5 mL (25 mg) LUTALYSE dose for cattle injected up to 100 days of gestation.

**Swine:** For intramuscular use for parturition induction in swine. LUTALYSE Sterile Solution is indicated for parturition induction in swine when injected within 3 days of normal predicted farrowing.

The response to treatment varies by individual animals with a mean interval from administration of 2 mL LUTALYSE (10 mg dinoprost) to parturition of approximately 30 hours. This can be employed to control the time of farrowing in sows and gilts in late gestation.

**Management Considerations:** Several factors must be considered for the successful use of LUTALYSE Sterile Solution for parturition induction in swine. The product must be administered at a relatively specific time (treatment earlier than 3 days prior to normal predicted farrowing may result in increased piglet mortality). It is important that adequate records be maintained on (1) the average length of gestation period for the animals on a specific location, and (2) the breeding and projected farrowing dates for each animal. This information is essential to determine the appropriate time for administration of LUTALYSE.

**Mares:** LUTALYSE Sterile Solution is indicated for its luteolytic effect in mares. This luteolytic effect can be utilized to control the timing of estrus in estrous cycling and clinically anestrous mares that have a corpus luteum in the following circumstances:

1. **Controlling Time of Estrus of Estrous Cycling Mares:** Mares treated with LUTALYSE during diestrus (4 or more days after ovulation) will return to estrus within 2 to 4 days in most cases and ovulate 8 to 12 days after treatment. This procedure may be utilized as an aid to scheduling the use of stallions.
2. **Difficult-to-Breed Mares:** In extended diestrus there is failure to exhibit regular estrous cycles which is different from true anestrus. Many mares described as anestrus during the breeding season have serum progesterone levels consistent with the presence of a functional corpus luteum.

A proportion of "barren", maiden, and lactating mares do not exhibit regular estrous cycles and may be in extended diestrus. Following abortion, early fetal death and resorption, or as a result of "pseudopregnancy", there may be serum progesterone levels consistent with a functional corpus luteum.

Treatment of such mares with LUTALYSE usually results in regression of the corpus luteum followed by estrus and/or ovulation. In one study with 122 Standardbred and Thoroughbred mares in clinical anestrus for an average of 58 days and treated during the breeding season, behavioral estrus was detected in 81 percent at an average time of 3.7 days after injection with 5 mg LUTALYSE; ovulation occurred an average of 7.0 days after treatment. Of those mares bred, 59% were pregnant following an average of 1.4 services during that estrus.

Treatment of "anestrous" mares which abort subsequent to 36 days of pregnancy may not result in return to estrus due to presence of functional endometrial cups.

### USER SAFETY (HUMAN WARNINGS)

Not for human use. Women of childbearing age, asthmatics, and persons with bronchial and other respiratory problems should exercise extreme caution when handling this product. In the early stages, women may be unaware of their pregnancies. Dinoprost tromethamine is readily absorbed through the skin and can cause abortion and/or bronchospasms. Accidental spillage on the skin should be washed off immediately with soap and water.

**Residue Warnings:** No milk discard or prelaughing drug withdrawal period is required for labeled uses in cattle. No prelaughing drug withdrawal period is required for labeled uses in swine. Use of this product in excess of the approved dose may result in drug residues. Do not use in horses intended for human consumption.

### ANIMAL SAFETY

Severe localized clostridial infections associated with injection of LUTALYSE have been reported. In rare instances, such infections have resulted in death. Aggressive antibiotic therapy should be employed at the first sign of infection at the injection site whether localized or diffuse.

### PRECAUTIONS

- Do not administer intravenously (I.V.) as this route may potentiate adverse reactions.
- No vial stopper should be entered more than 20 times. For this reason, the 100 mL bottle should only be used for cattle. The 30 mL bottle may be used for cattle, swine, or mares.
- As with all parenteral products careful aseptic techniques should be used to decrease the possibility of post-injection bacterial infections. The vial stopper should be cleaned and disinfected prior to needle entry. Only sterile needles should be used and the same needle should not be used more than once.
- Nonsteroidal anti-inflammatory drugs may inhibit prostaglandin synthesis; therefore this class of drugs should not be administered concurrently.

**Cattle:** Do not administer to pregnant cattle, unless abortion is desired. Cattle administered a prostaglandin will be expected to have a reduced response to LUTALYSE Sterile Solution.

**Swine:** Do not administer to sows and/or gilts prior to 3 days of normal predicted farrowing as an increased number of stillbirths and postnatal mortality may result.

**Mares:** LUTALYSE Sterile Solution is ineffective when administered prior to day-5 after ovulation. Pregnancy status should be determined prior to treatment since LUTALYSE has been reported to induce abortion and parturition when sufficient doses were administered. Mares should not be treated if they suffer from either acute or subacute disorders of the vascular system, gastrointestinal tract, respiratory system, or reproductive tract.

### ADVERSE REACTIONS

**Cattle:** Limited salivation has been reported in some instances.  
**Swine:** The most frequently observed side effects were erythema and pruritus, slight incoordination, nesting behavior, itching, urination, defecation, abdominal muscle spasms, tail movements, hyperpnea or dyspnea, increased vocalization, salivation, and at the 100 mg (10X) dose only, possible vomiting. These side effects are transitory, lasting from 10 minutes to 3 hours, and were not detrimental to the health of the animal.

**Mares:** The most frequently observed side effects are sweating and decreased rectal temperature. However, these have been transient in all cases observed and have not been detrimental to the animal. Other reactions seen have been increase in heart rate, increase in respiration rate, some abdominal discomfort, locomotor incoordination, and lying down. These effects are usually seen within 15 minutes of injection and disappear within one hour. Mares usually continue to eat during the period of expression of side effects. One anaphylactic reaction of several hundred mares treated with LUTALYSE Sterile Solution was reported but was not confirmed. To report adverse reactions call Zoetis Inc. at 1-888-963-8471.

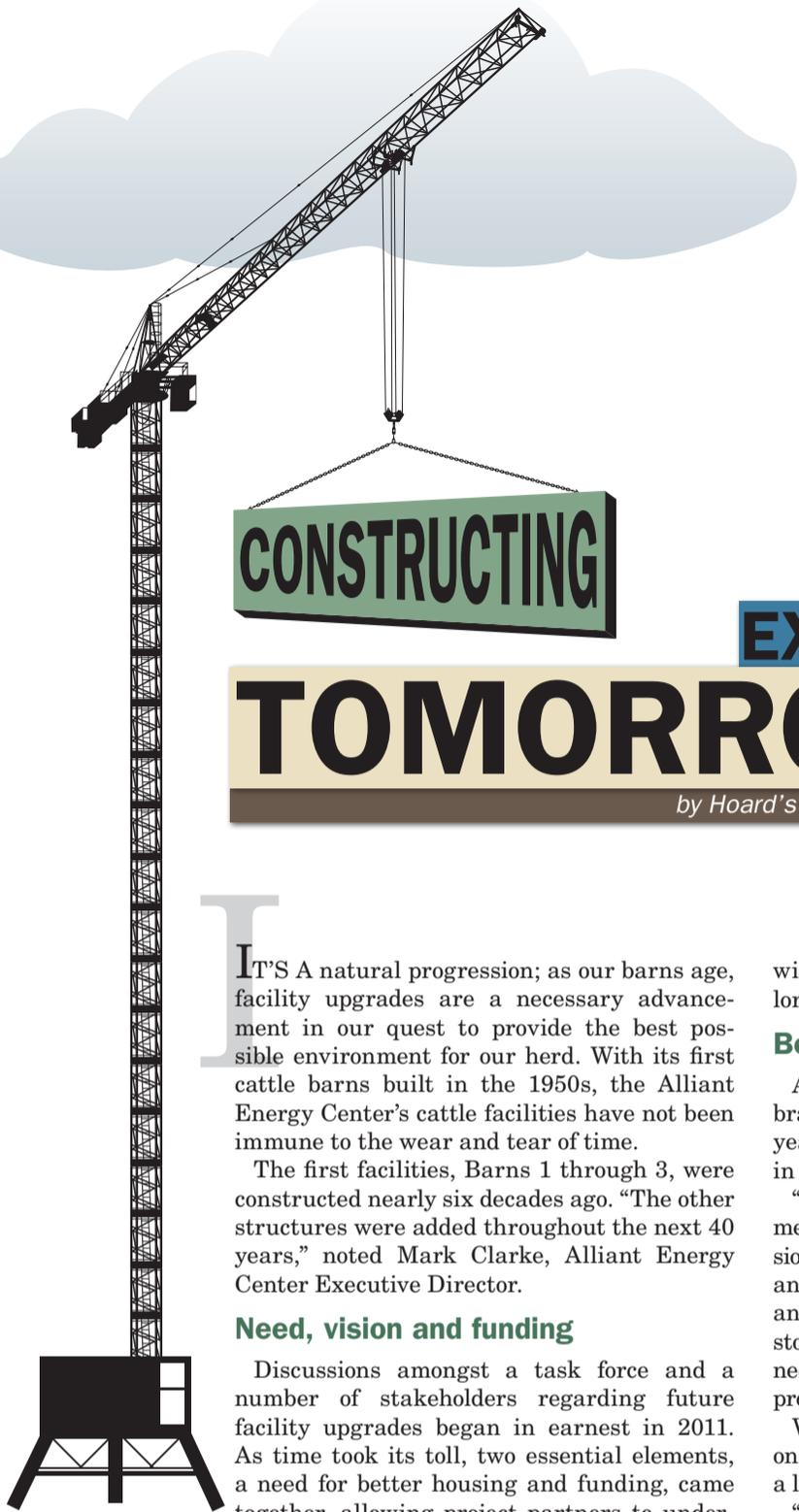
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Kalamazoo, MI 49007 **zoetis**

Revised April 2013

PAO036135A&P



CONSTRUCTING

EXPO'S

# TOMORROW

by Hoard's Dairyman staff

**I**T'S A natural progression; as our barns age, facility upgrades are a necessary advancement in our quest to provide the best possible environment for our herd. With its first cattle barns built in the 1950s, the Alliant Energy Center's cattle facilities have not been immune to the wear and tear of time.

The first facilities, Barns 1 through 3, were constructed nearly six decades ago. "The other structures were added throughout the next 40 years," noted Mark Clarke, Alliant Energy Center Executive Director.

## Need, vision and funding

Discussions amongst a task force and a number of stakeholders regarding future facility upgrades began in earnest in 2011. As time took its toll, two essential elements, a need for better housing and funding, came together, allowing project partners to undertake a \$24 million expansion to replace the barns with state-of-the-art, multi-use pavilions.

"Over the course of task force dialogues, there was an evolving consensus that having public and private support was critical to the success of the project. We needed to have not only county support from a county owned and managed facility but also state support because of the economic impact at the state level and, ultimately, private partners who were invested in the success of the project," said Scott Bentley, World Dairy Expo General Manager.

Financial contributions came from multiple partners, including Dane County, the state of Wisconsin, World Dairy Expo, Midwest Horse Fair/Wisconsin Horse Council, Centerplate Concessions and New Holland. "Another private partner, BouMatic, was instrumental to both the funding and design process as they

will continue to supply all of the milking parlor equipment," noted Bentley.

## Bearing its namesake

As New Holland began to rejuvenate its brand in the dairy and livestock sectors three years ago, it, too, saw a need to stand by Expo in this venture.

"When we began to make more of a commitment towards World Dairy Expo, we had discussions with both the folks at World Dairy Expo and at the county level. In talking, we realized and began to understand that the current livestock facilities were long in the tooth and in need of refurbishing," noted Abe Hughes, vice president of New Holland North America.

With their monetary investment came not only naming rights but an opportunity to make a long-term commitment to the dairy industry.

"We knew that they needed an agribusiness company to help make this happen, and we jumped on board financially to make state-of-the-art livestock facilities a reality," Hughes noted. "We saw a chance to pair with a county that is in great financial shape, with a good strategic vision. It was easy for us to agree that this was the right partner for this kind of project.

"At the end of the day, we believe it's all about the animals. The trade show is the business side of it, but when you get down to it, most people's heartstrings are really aligned with the animals. It was easy for us to say 'That's the place where we really want to make a big commitment, brand the facility and have a permanent presence,'" he added.

Beyond need and ideas, financial backing was the final piece of the puzzle. "We each had to come with not only our insight but our monetary contributions, as well. When we com-

bined these resources, it allowed the project to take shape and move forward," noted Bentley.

The undertaking, initially schedule to begin last October, was pushed back to April. "At the time it went out for bid, the cost to do a winter construction project and the quantity of firms interested in doing so was such that the costs were higher than acceptable to move the project forward," said Bentley.

With construction benched six months, more firms came to the table to submit bids. In turn, the county was able to take advantage of the lower construction costs summer affords.

Regardless of season, the construction crew would have faced a tight six-month turnaround due to the spacing between the Midwest Horse Fair and World Dairy Expo. "There are two big bookend events about six months apart. It's a fairly aggressive time frame to begin demolition April 15 and have a September 15 goal for completion," Bentley continued.

## From nine to two

At the conclusion of the Midwest Horse Fair and a groundbreaking ceremony on April 11, demolition commenced on the nine Madison, Wis., barns World Dairy Expo exhibitors have come to know over the past 47 years. Within a week of the groundbreaking, demolition was done, and the construction crew had begun to lay footings. All totaled, 140 tons of steel and 12,000 tons of asphalt and cement were recycled as the barns came down.

Despite long-standing ties to the past, it was time for the facilities to make the leap into the 21st century. "World-class cattle come onto the grounds, and we want to provide high-caliber housing for them," added Ann Marie Magnochi, World Dairy Expo Dairy Cattle Show Manager.

She continued, "The new facilities will modernize and streamline cattle housing. Everything will be uniform from front to back. There is no longer a 'good spot.' Across the board, exhibitors will have the same spacing, brand new tie rails, improved ventilation, and better wash racks and manure bins."

This revamp isn't just for the prized bovines, though. For Bentley, it's about the people. "This is the 20th year since the Exhibition Hall expansion. For the past two decades, we have been able to enjoy great growth in our trade show. For at least the last decade, we have pondered what enhanced facilities could mean on the dairy show side of the Expo ledger. We felt an upgrade was not only needed to house world class cattle, but to treat and host our dairy cattle exhibitors and attendees in a manner in which we would like," he noted.

Strang Architecture designed the two-pavilion setup. "The final design was the result of well over a year of ongoing dialogue between the stakeholder groups. During this time, they invited in animal husbandry, housing, ventilation and animal safety experts to provide council to the Alliant Energy Cen-

continued on page 58 ▶▶▶



# 2014 World Dairy Expo

## Exhibitor list and guide

<b>Locator code:</b> <b>AL = Arena Level, Coliseum</b>	<b>AR = Arena</b>
<b>MC = Main Concourse, Coliseum</b>	<b>TM = Trade Mall</b>
<b>EH = Exhibition Hall</b>	<b>SP = Sale Pavilion</b>
<b>TC = New Holland Trade Center</b>	

Highlighted exhibitors have advertisements in this supplement.

### A

A & L Laboratories ..... EH 1208-1309  
 ABS Global ..... AL 153-155  
**Accelerated Genetics .. AL 191-193; EH 3601-3702**  
 Acme Manufacturing ..... EH 1317-1318  
**Activon ..... EH 6001**  
 ADA Enterprises ..... AR 485  
 ADM Alliance Nutrition..... EH 1611-1712  
 Advanced Animal Diagnostics..... EH 4212  
 Advanced BioCatalytics..... TC 882  
 Advanced Comfort Technology .... EH 1713-1716  
 Aesculap AG Germany ..... MC 87  
 Afritech ..... AL 115  
 Afimilk ..... EH 1411-1512  
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 Sioux Automation Center .....EH 2111B-2315  
 Sioux Steel Company .....TM 684  
 Slavic Beauty .....AL 134  
 Slurrystore.....EH 1201-1303  
 Soil Net .....AR 426-427  
 SOP .....AL 180-181  
 South Dakota Department of Ag .....EH 4514  
 South Dakota State University.....EH 4513.6  
 SDSU Dairy Club .....MC 20tt  
 Southern Wisconsin Ag Group....EH 6210-6211  
 Southwest Wisconsin Technical College...MC 48tt  
**Soy Best.....EH 4210-4211**  
 SoyChlor/SoyPLUS .....EH 1911-1912  
 Spalding Labs.....TC 891-892  
 Spectrum Seed Solutions.....TC 856  
 Spermex .....AL 139-140  
 SRS Crisafulli.....TM 726-727  
**SSI .....EH 1806**  
 St. Jacobs ABC .....AL 153-155; TM SP 4-5  
 St. Joseph Equipment .....TC 946-948  
 Starbar.....EH 3411-3412  
 Steel Cow .....EH 4515B; MC EL 1-2  
 Steuart Labs.....MC 86  
 Stewart-Peterson .....EH 1605-1606  
 Storti S.p.A. ....TM A  
 Structures Unlimited .....EH 4301-4302  
 Sundown Industries .....EH 1111  
 Sun-North Systems .....EH 1114-1115 & 2316  
**Superior Attachments .....TM 678-679**  
 Superior Mat & Comfort .....TC 885-886  
**Supreme International.....EH 3007-3309; TM P**  
 Sure Step Consulting.....AL 109 & 184; EH 6210  
 Swiss Valley Farms .....EH 3404  
 Swissgenetics.....EH 2608-2709  
 Syngenta .....AR 472

**T**

T&T Quality Buildings.....TM 714-715

Tandem Products .....EH 1307  
 Taurus Service .....AL 210-212  
 Taylor-Wharton .....AL 133  
 Teagle Machinery .....EH S2  
 TechMix .....EH 2716  
**Termotecnica Pericoli .....TC 865**  
 The Country Today.....EH 4326  
 ThermoEnergy Wolf Structures.....MC 44  
**T-Hexx Animal Health .....AL 197**  
 Tiger Cranes .....EH 2111B-2315  
 Tiry Engineering .....AR 456  
 TrakRite Non-Slip Concrete .....AL 182-183  
 Trans America Genetics.....MC 69-70  
 Trans Ova Genetics .....AL 144-145  
 TransAgra International .....EH 1109-1110  
 Trans-World Genetics .....AL 146 & 156-158  
 Treated Corn Stover .....TC 900-926  
 Trelleborg Wheel Systems .....TM 728-729  
 Trioliet .....TM 660-662  
 Triple Crown Products.....EH 4410  
 Tri-State Scabbling.....EH 1207  
 Trouw Nutrition.....EH 1204  
 Truck Supervisor .....MC 81  
 Tru-Test .....EH 4112-4113  
 Tuffy Tilt Tables.....TM 688  
 Turner.....TC 940

**U**

Udder Comfort .....AL 165-166  
 Udder Tech .....AR 500-503  
 UdderOne .....EH 6008  
 University of Minnesota.....MC 83tt-84tt  
 U of Wisconsin Cheese Stand.....TM BDC  
 UW-Madison CALS .....MC 39tt-40tt  
 UW-Madison School of Vet Medicine.....MC 41tt  
 UW-Platteville School of Agriculture.....MC 35tt  
 UW-River Falls - CAFES .....MC 27tt  
 Up North Plastics .....EH 3405-3406  
 Upsi-Daisy Cow Lifter .....TC 829  
 Urban .....TC 807-833  
 US Dairy Export Council.....EH 4320-4322  
 US Forage Research..AR Forage Superbowl Area  
 USDA National Ag Statistics Service....EH 4404  
 USDA NRCS .....EH 4402  
 USDA, AMS, Dairy Market News.....EH 4404  
 USDA-APHIS-Vet Service.....MC 36  
 UW-Extension Dairy Team.....MC 21tt

**V**

Valero Marketing & Supply.....AL 116  
 Validus .....EH 6002  
 Valley Agricultural Software .....EH 4331-4332  
 Valley Vet Supply.....MC 40  
 Valmetal .....EH 1405-1407  
**Van Beek Natural Science .....EH 5001-5003**  
 Vanberg Specialized Coatings .....EH 4303  
 Vantage Dairy Supplies .....AL 149  
 Vaughan Company .....AR 407-408  
 Ventec Canada .....EH 2014  
 Versa.....TM 696-697  
 VES Environmental Solutions.....EH S 5-6  
 Vets Plus .....EH 2713-2714  
 Vettec.....EH 1607  
 ViaGen .....AL 144-145  
**Vi-COR.....EH 2417-2518; TM 734-735; Patio**  
 Video Surveillance Solutions .....EH 4219  
 Vigortone Ag Products .....TC 830-831  
 Viking Genetics .....AL 108  
 VA-MD Regional College of Vet Medicine....MC 66tt  
 Virtus Nutrition .....EH 4323  
 Vita Plus .....EH 1801-1902

**W**

Wagler & Associates .....MC 43  
 Waikato Milking Systems.....EH 6101-6205  
 Water Resources Monitoring Group...EH 6210-6211  
 WeCover Structures .....AR 507-508  
 West End Lighting .....EH 5007  
**WestfaliaSurge | GEA.EH 2001-2307 & 4313-4316**  
 Westward.....AR 421-422  
 Westway Feed Products .....MC 75  
 WG Critical Care.....AL 190  
 Wick Buildings .....EH 4510  
 Wieser Concrete Products .....TM 658-669  
 Winfield .....EH 4412-4414  
 Wisconsin Beef Council .....EH 4509.6  
 Wisconsin Cattlemen's Assn.....EH 4508; TM 784  
 Wisconsin Cheese Makers Association....EH 4423  
 Wisconsin DATCP .....EH 4424  
 Wisconsin Holstein Association .....AL 104  
 Wisconsin Livestock Id Consortium.....EH 4430  
 Wisconsin Milk Marketing Board .EH 6304-6307  
 Wisconsin State Farmer .....MC 85  
 Woodchuck Bedding Spreader .....TM 649  
 World Dairy Solutions .....EH 1604  
 World Forage Analysis Superbowl.....AR WFAS  
 World Wide Sires.....MC 25-26  
 WW Associates .....AL 117  
 Wyoming Business Council .....TM 670-671

**X, Y, and Z**

XFE Products .....EH 6300-6301  
 YES JCB.....EH 2515-2516; TM 750-751  
**Y-Tex.....EH 4014**  
 Yunker Plastics .....AR 480  
**Z Tags .....EH 2401-2403**  
 Zibo Lu Jin Machinery Factory .....AL 164  
 Zinpro Performance Minerals.....EH 3611-3712  
 Zoetis .....EH 3811-3913

# Make plans for your trip to World Dairy Expo

September 29 to October 4

Commercial exhibits  
open daily  
Tuesday through Saturday  
9 a.m. to 5 p.m.

Monday, September 29

## Main Events

**8 a.m.** National 4-H Dairy Cattle Judging Contest, Coliseum

**12 noon** National Intercollegiate Dairy Cattle Judging Contest and International Post-Secondary Dairy Cattle Judging Contest, Coliseum

**7:30 p.m.** National 4-H Judging Contest Results and Awards Banquet, Exhibition Hall

**8 p.m.** International Post-Secondary Judging Contest Results and Awards Banquet, Exhibition Hall

Tuesday, September 30

## Main Events

**7:30 a.m.** National Intercollegiate Judging Contest Awards Ceremony, Exhibition Hall

**7:30 a.m.** International Junior Holstein Show, Coliseum

**7:30 a.m.** International Ayrshire Show, Coliseum

**8 a.m.** FFA Judging Events, Sale Pavilion and Sheraton

**2 p.m.** International Jersey Show: heifers, Coliseum

**2 p.m.** International Milking Shorthorn Show: heifers, Coliseum

**5 p.m.** World Dairy Expo Championship Dairy Product Auction, Monona/Wingra Rooms, Exhibition Hall

**7 p.m.** Top of the World Jersey Sale, Sale Pavilion

## Educational Forums

**1 p.m.** "How to handle difficult questions from consumers and make a difference for dairy"

**Speaker:** Stan Erwine, Dairy Management Inc.

## Virtual Farm Tours

**2 p.m.** Milk Source - Hudson Dairy, Hudson, Mich., sponsored by Livestock Water Recycling, Inc., Exhibition Hall

Wednesday, October 1

## Main Events

**7:30 a.m.** International Jersey Show: cows and groups, Coliseum

**11 a.m.** World Forage Analysis Superbowl Awards Luncheon, Exhibition Hall

**12:30 p.m.** International Milking Shorthorn Show: cows, Coliseum

**2 p.m.** International Brown Swiss Show: heifers, Coliseum

**5 p.m.** World Dairy Expo Dinner

with the Stars Reception, Exhibition Hall

**6:30 p.m.** Dinner with the Stars Banquet, Exhibition Hall

**7 p.m.** Ayrshire World Event Sale, Sale Pavilion

## Educational Forums

**11 a.m.** "Impact of feeding calves three times a day versus twice a day," sponsored by Land O'Lakes Animal Milk Products Co.

**Speaker:** Donald C. Sockett, Wisconsin Veterinary Diagnostic Laboratory, Exhibition Hall

**1 p.m.** "Why we are genomic testing," sponsored by Council on Dairy Cattle Breeding

**Speakers:** Bennet Cassell, Moderator, Virginia Tech; Matthew Nuckols, Eastview Farm; Greg Andersen, Seagull Bay Dairy; Robert Biganmi, Brentwood Farms, Exhibition Hall

## Virtual Farm Tours

**12 noon** Rokeyroad Holsteins, Sabetha, Kan., sponsored by Kansas Department of Agriculture, Exhibition Hall

**2 p.m.** Sugar Creek Farms, New London, Wis., sponsored by Zoetis, Exhibition Hall

Thursday, October 2

## Main Events

**7:30 a.m.** International Brown Swiss Show: cows and groups, Coliseum

**1:30 p.m.** International Guernsey Show: heifers, Coliseum

**1:30 p.m.** International Red and White Show: heifers, Coliseum

**2 p.m.** World Premier Brown Swiss Sale, Sale Pavilion

**5:30 p.m.** National Dairy Shrine Reception/Banquet, Exhibition Hall

**6 p.m.** World Dairy Expo Youth Showmanship Competition, Coliseum

**6:30 p.m.** National Dairy Shrine Banquet, Exhibition Hall

## Educational Forums

**11 a.m.** "New monitoring technologies may help manage cow reproduction and health," sponsored by DeKalb

**Speaker:** Jeffrey Bewley, University of Kentucky, Exhibition Hall

**1 p.m.** "Milking with robots: How is it done? Part II" sponsored by GEA Farm Technologies, Inc.

**Speaker:** Marcia Endres, University of Minnesota, Exhibition Hall

## Virtual Farm Tours

**12 noon** Lyon Jerseys LLC, Toledo, Iowa, sponsored by American Jersey Cattle Association, Exhibition Hall

**2 p.m.** Lepples' Ridge-View Farm, Inc., Beaver Dam, Wis., sponsored by Lely, Exhibition Hall



Friday, October 3

## Main Events

**7:30 a.m.** International Red and White Show: cows and groups, Coliseum

**7:30 a.m.** International Guernsey Show: cows and groups, Coliseum

**12 noon** International Holstein Show: heifers, Coliseum

**2 p.m.** International Guernsey Classic Sale, Sale Pavilion

**5 p.m.** International Reception, Exhibition Hall

**7 p.m.** World Classic 2014 Holstein Sale, Coliseum

## Educational Forums

**11 a.m.** "Dairy farm employee management: Getting the new employee off to a good start"

**Speaker:** Melissa O'Rourke, Iowa State University, Exhibition Hall

**1 p.m.** "The nutrient value of manure: What's it really worth?," sponsored by Jung Seed Genetics

**Speaker:** Brad Joern, Purdue University, Exhibition Hall

## Virtual Farm Tours

**12 noon** Wanner's Pride-N-Joy Dairy, Narvon, Pa., sponsored by Quality Liquid Feeds, Inc., Exhibition Hall

**2 p.m.** Johnsons' Rolling Acres

Partnership, Peterson, Minn., sponsored by AgStar Financial Services, Exhibition Hall

Saturday, October 4

## Main Events

**8 a.m.** International Holstein Show: cows and groups, Coliseum

**5 p.m.** Parade of Champions and Selection of 2014 Supreme Champion, Coliseum

**6 p.m.** World Dairy Expo closes

## Educational Forums

**11 a.m.** "Exploring value-added dairy opportunities," sponsored by Badgerland Financial

**Speaker:** Sarah Cornelisse, Penn State University, Exhibition Hall

## Virtual Farm Tours

**12 noon** Twin Birch Dairy, LLC, Skaneateles, N.Y., sponsored by Dupont Pioneer, Exhibition Hall



Can't make it to Expo? No problem! Head to [www.hoards.com](http://www.hoards.com), and click on Hoards@Expo. This annual blog keeps you up to date on who the big winners are and what is happening on the grounds all week!

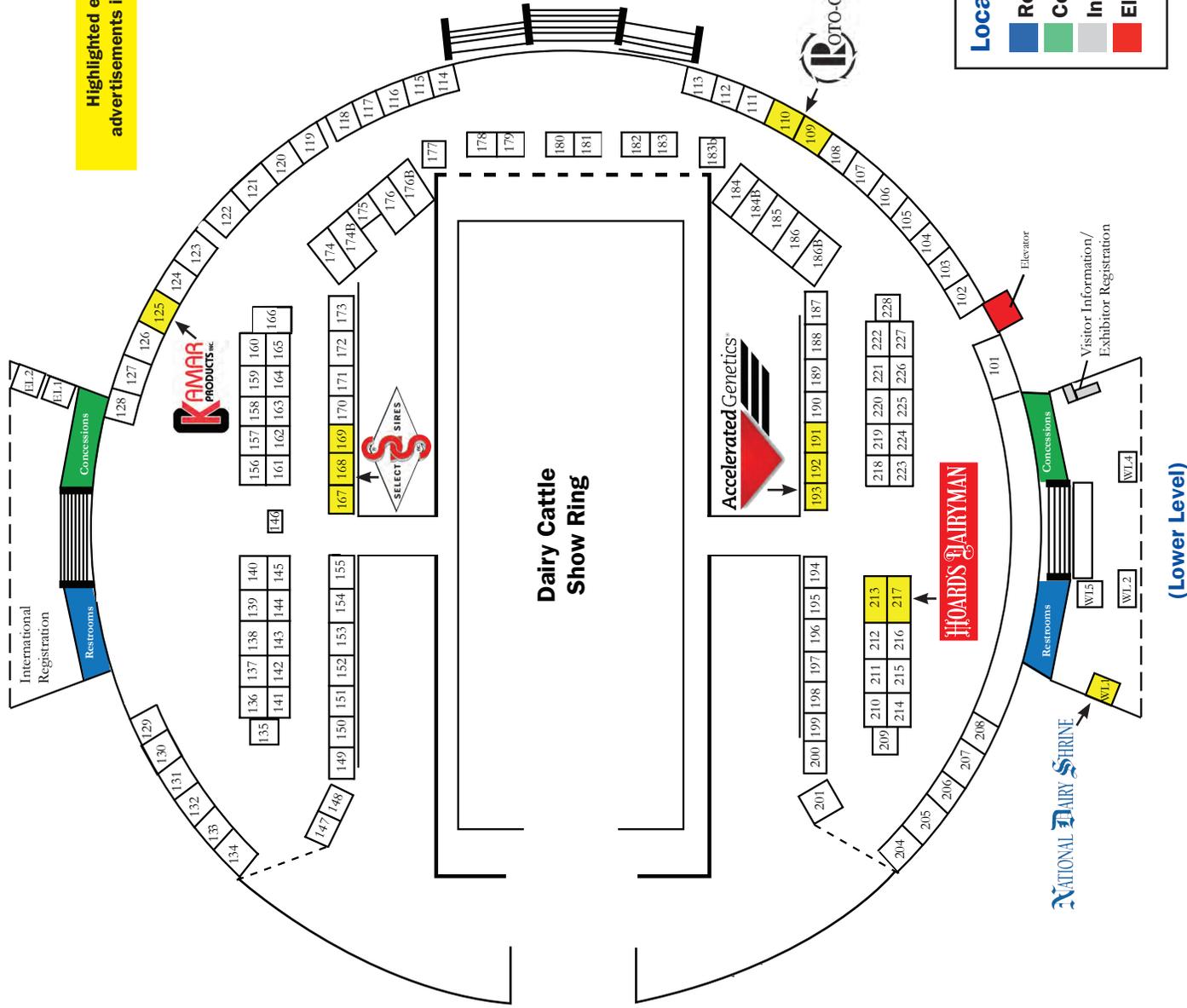
## When are you going to Expo this year?

World Dairy Expo daily and total attendance

	2010	2011	2012	2013	Avg.
Tuesday	13,288	13,163	14,404	13,681	13,634
Wednesday	11,433	12,342	12,976	12,889	12,410
Thursday	12,736	13,601	14,613	14,217	13,792
Friday	14,318	15,004	15,847	16,066	15,309
Saturday	13,361	13,896	13,948	14,050	13,814
Total	65,136	68,006	71,788	70,903	68,959

# World Dairy Expo — Coliseum Building

## Arena Level





# Exhibition Hall

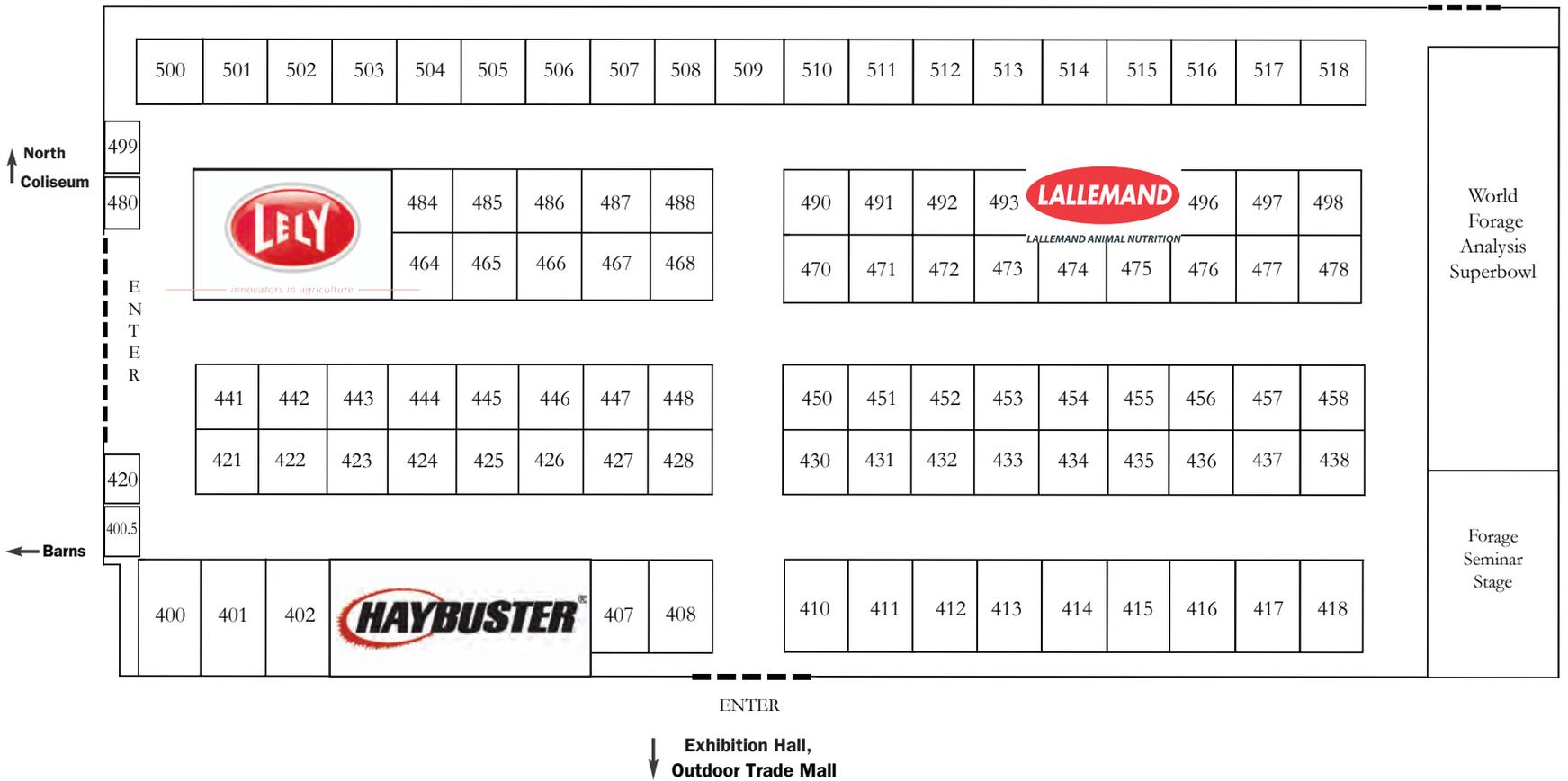


The remainder of the Exhibition Hall can be found on the bottom left of page 12.

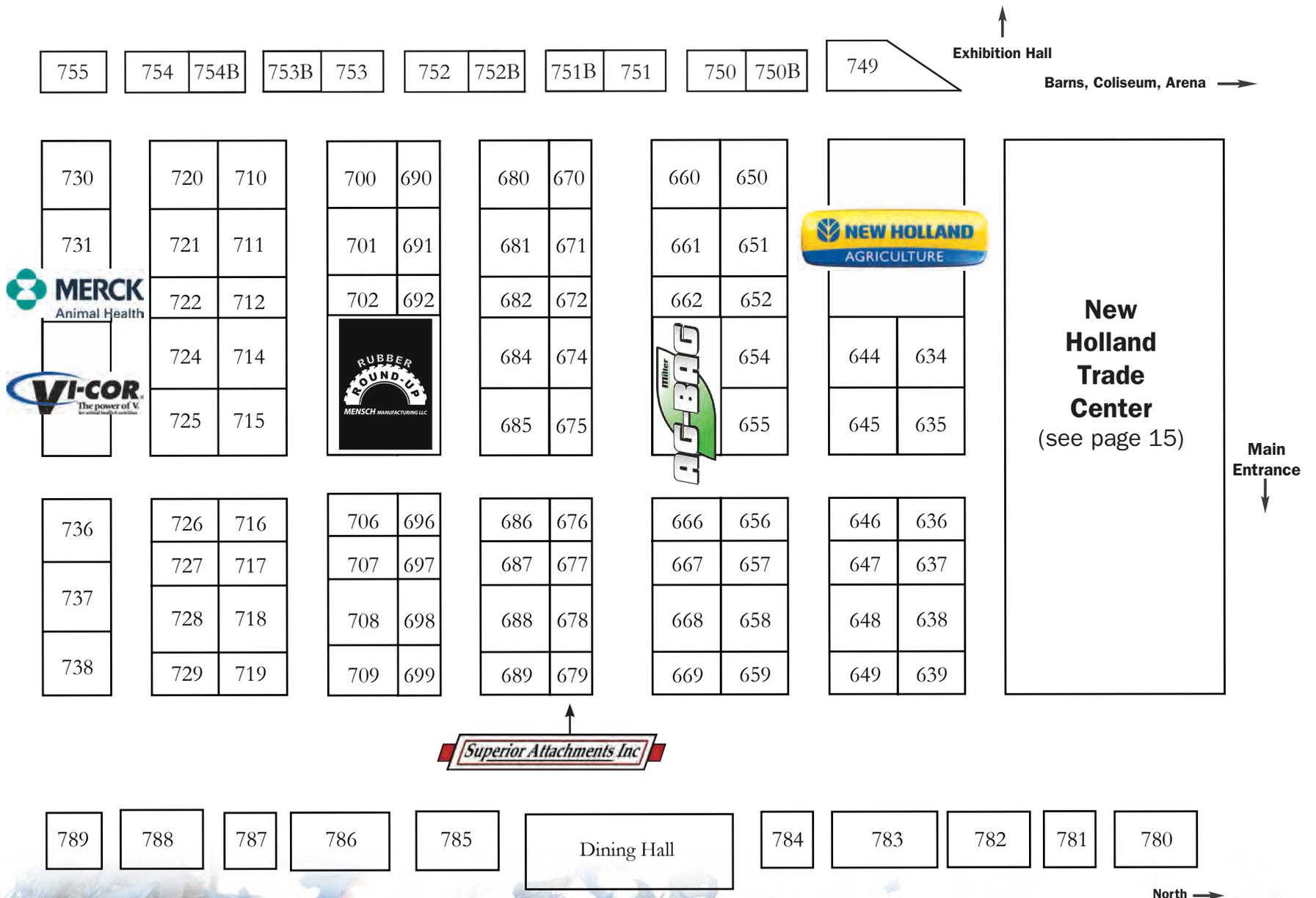
**TRADE MALL**

**Barns** →  
**Coliseum** →

# World Dairy Expo — Arena Building

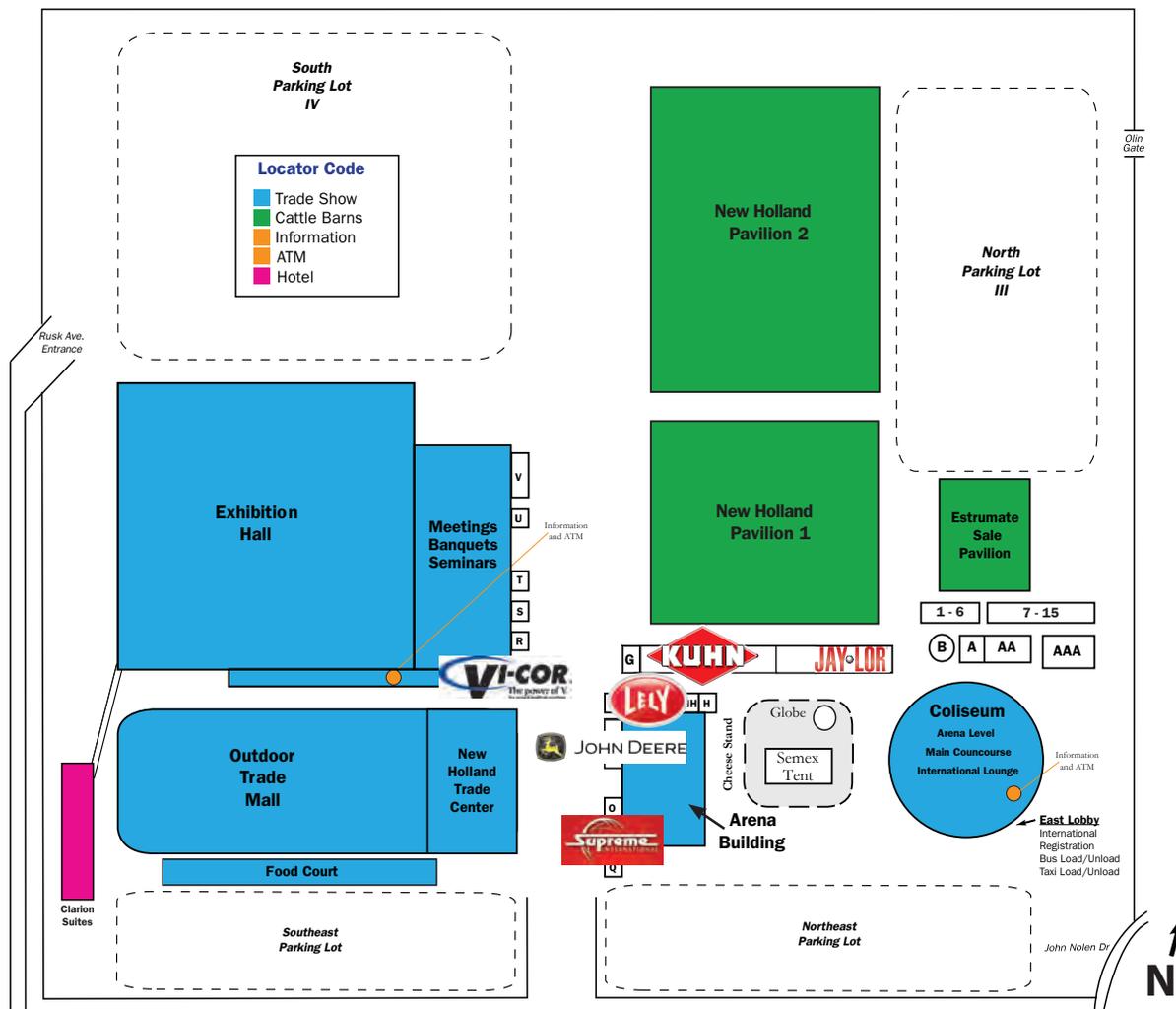


# World Dairy Expo — Outdoor Trade Mall



# World Dairy Expo — Grounds

## New Holland Trade Center



823	848	873	898	923	948
822	847	872	897	922	947
821	846	871	896	921	946
820	845	870	895	920	945
819	844	869	894	919	944
818	843	868	893	918	943
817	842	867	892	917	942
816	841	866	891	916	941
815	840	865	890	915	940
814	839	864	889	914	939
813	838	863	888	913	938
811	836	861	886		
810	835	860	885		
809	834	859	884		
808	833	858	883	908	933
807	832	857	882	907	932
806	831	856	881	906	931
805	830	855	880	905	930
804	829	854	879	904	929
803	828	853	878	903	928
802	827	852	877	902	927
801	826	851	876	901	926
800	825	850	875	900	925

**AGRI-PLASTICS**  
The Calf Housing Specialists

# 4XLA™

## 2 in 1 protection that kills and conditions

### 4XLA™ pre and post teat dip

4XLA is specifically designed for daily teat disinfection before and after milking. This powerful, yet gentle, teat dip provides fast kill of mastitis causing organisms and is a time-tested aid in the reduction of hyperkeratosis.

#### Disinfection

**POWERED BY ASC TECHNOLOGY**

#### Powerful

- Killing rate of greater than 99.999% of mastitis causing pathogens
- Effective against *Mycoplasma bovis* and *Prototheca*

#### Efficient

- Maximum kill at 15 seconds

#### Residue Safe

- NPE free
- Leaves no residue and biodegrades rapidly

#### Promotes Teat Skin Health

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- Exfoliant with Alpha Hydroxy Acid
- Replenishes the skin's natural protective acid mantle



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TREATMENT ON  
GRAM-POSITIVE  
BACTERIA, WE  
SAVE TIME, MILK  
AND MONEY.”**

PREVENTION WORKS.



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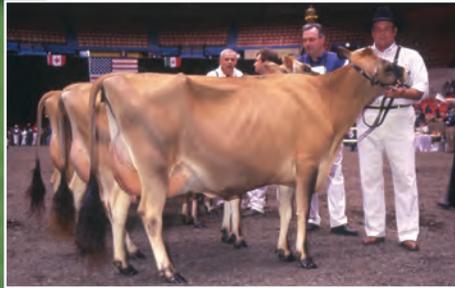
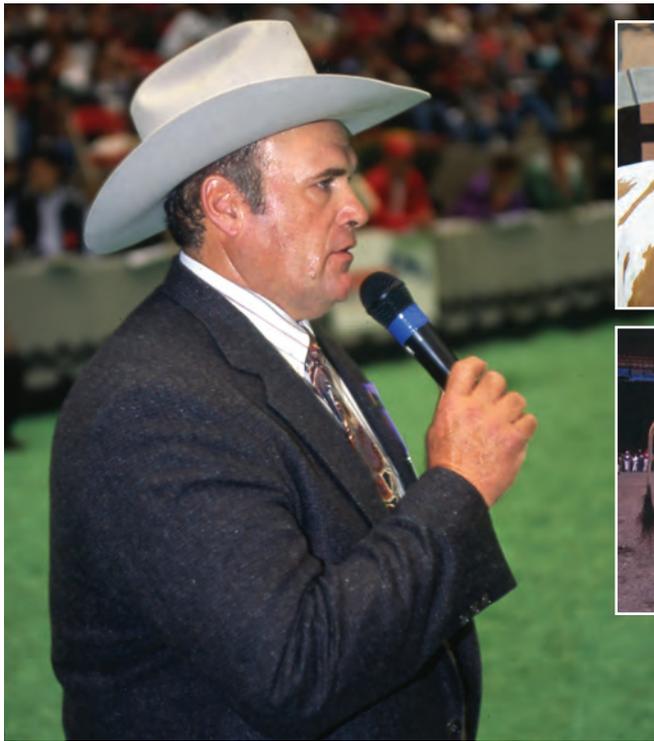
Culturing milk helps you know the pathogen before you treat. Without treatment, most mild to moderate Gram-negative mastitis, including *E. coli*, will self-cure. Focusing treatment on Gram-positive bacteria with ToDAY® (*cephapirin sodium*) is the most effective and economical way to treat mastitis.



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Stop by and see us at booth 2806 at World Dairy Expo.





## The dairyman's judge

Steve White ranks third all-time, officiating 11 shows at World Dairy Expo. That's the most of any dairy breeder and sits just behind Iowa State's Fred Foreman and Wisconsin's late David Dickson.

by Hoard's Dairyman staff

**A**N OFFICIAL'S official, only two men have stepped onto the colored shavings of World Dairy Expo to judge more often than Steve White. White's ability to fairly assess extends beyond dairy cows, as he has also officiated 16 sectional games, 12 regional, eight semi-state and two state championships in the highly competitive Indiana State basketball finals.

We sat down with Steve to reflect on his ability to evaluate cattle, basketball and the game of life.

**You judged your first World Dairy Expo in 1979. How has the show ring environment at Expo changed during that time? What does its future look like?**

The environment is extremely competitive. They've done a great job decorating the ring and, most importantly, show management brings in the right people to help facilitate it.

Organization is one of the really good things in life and it's one of the really good things in judging. If you can keep the ring and exhibitors organized and your cattle lined up and moved in a timely fashion, I think it makes it a better day for everybody. I've always been blessed when I was there to have great ring personnel. When I started, we had Gene Nelson and Jim Crowley, Sr. Those fellows saw to it that we had good people to help us. In fact, Crowley used to get right down there and work in the ring himself.

**You have judged many shows across the country and the world. What makes World Dairy Expo different?**

The camaraderie. It's the only time of year that you get to see certain exhibitors and longtime friends. They also have such a great Exhibit Hall. I've told people, you need to see that trade show and you can't see it in one day. In fact, you can walk your legs off for a day and not see all the commercial exhibits. I think the combination of the commercial exhibits and the dairy cattle exhibitors is unique amongst dairy shows in the U.S. and around the world.

**How did you get involved in judging and showing dairy cattle? Who were some of your early mentors?**

My family has been in the registered Jersey business in Indiana since 1908. My grandfather, father and I have always shown, always had great respect for good cows and good cattle. My dad was friends with Chester Folck and Paul Jackson, and those men always furnished us with good Jersey bulls. And by using bulls from some of their great cows in those early days, we were very competitive at the fairs. I still have some letters that Folck wrote to my dad about the potential of some of those sires. In most cases, they turned out to be exactly what he predicted they would. With a good genetic base, I naturally got hooked on showing.

When I was in high school, I had the opportunity to work with Heaven Hill Jerseys. The renowned herd was managed by Max Gordon and owned by Mr. Uihlein, who had controlling interest in Schlitz Brewing. I helped them at the All-American when it was in Columbus. So, over the years, I have been befriended by a lot of good people who had a lot of cow sense. Those experiences have been a great help to me.

**You have shown Jerseys for many years. How is it different placing cows than leading them in the ring?**

I think if you know how to evaluate cows — whether you're judging or you're leading a good cow — you've got a pretty good idea of where she needs to be placed in the ring.

I've been blessed to have an eye for a good cow . . . there are some people who don't have that blessing. They just cannot find or search out the better ones. They have an idea of what a good cow is but they don't have an idea about a great cow.

Today, we have so many great cows. I'm just overwhelmed now when I sit and watch cows that are champions today.

I had the honor of leading Veronica to her championship. There's just a number of great

**STEVE WHITE IS QUICK TO POINT OUT** that he benefited greatly from mentors. White's father was an early influence when it came to judging and cow care. White also had the good fortune to work with Max Gordon and Lew Porter who both went on to win the Klussendorf Award. "I'd watch those people and learn from them," said White. "Both were a big part and a big influence in whatever success I've had and the reason I've been able to judge so many shows."

cows in all breeds, especially the breeds that we consider to be the minor breeds. In particular, the Milking Shorthorn and Brown Swiss breeds have both bred in more milk. They've got great type, and they've got great udders.

**White Jersey Farms has exhibited many class winners as well as Champions. What has been the key to your long-standing success in the show ring?**

Care. We do the little things. On hot days, the cows are cared for inside rather than just running out in the pasture. We have boxed stalls available and we have another barn available that can house a few head. When the weather is really bad in the winter time, those cows get out for daily exercise but yet they also are in where they don't have to face all the elements either.

This past January, we had a couple of days where it was 40 below with the windchill and 50-mile-per-hour winds. Those show cows weren't out with the dry cows or with the heifers and taking a chance on getting frost bit teats, pneumonia or slipping on the ice and snow.

That goes back to my original statement of care. I think that is the biggest thing that you can do to help keep your cows in top shape. Of course, if you know you have a good cow and she keeps having heifer calves, you've always got a few heifers around to participate in breed sales and create extra income. Now, you have to do that just to meet your feed costs. Feed costs to raise heifers today are astronomical, and you have to have a few good ones to pass on to meet your obligations financially.

**What characteristics do you appreciate about the Jersey breed, and why have you continued to make them a part of your dairy operation?**

The first thing is, they have a great personality. The second thing is, they give a good volume of high-quality milk. Our butterfat runs between 5 and 5.2 percent, protein between 3.5 and 3.9 percent, and I can get 75 pounds of milk out of a Jersey cow with a minimal amount of feed. We make good corn silage and we have good hay. They eat less and they return a profit, even in bad times. And Jerseys will work with you.

You get into years like 2012 when we had the drought and there wasn't much good hay made in our area. We could feed a lot of corn silage rather than the 30 to 35 pounds we normally feed, we could get up to 50 to 55 pounds of corn silage. A minimal amount of hay, minimal amount of the high-priced \$7 corn and the cows still returned a profit over their feed costs.

Plus, there's the fertility factor. You can freshen Jersey heifers at 1 year 10 months and they breed back. In fact, I have a cow that's 17 years old that's going to have her 15th calf. That's kind of unheard of, but there again, she's always been well-cared for.

**Of the many awards you have received, which meant the most to you?**

Definitely the Klussendorf Award. There's so many great people over the years who were considered top cowmen who have won that award since 1937. Also, it's a great organization. I've enjoyed it thoroughly. When I was president for two years, I diligently worked to try to create the Klussendorf scholarships.

When I look back on receiving the Klussendorf Award, I was overwhelmed that day because

continued on page 21 ▶▶▶



by Karen Bohnert

# Collaboration is Bentley's key

WHEN the lights went down after the Saturday Supreme Champion ceremony last October, Scott Bentley couldn't help but smile. Not only had he survived his first World Dairy Expo as General Manager of the world's largest dairy exposition, but by many measurements it had been successful. The organization had a record year in 2013 and worked with an army of hundreds of devoted, capable and passionate staff and volunteers. The icing on the cake for Bentley was receiving many team compliments from the 70,000 show attendees.

Naturally, the five-day event had minor hiccups, but Bentley admits the key obstacle was, and still is, the steep learning curve associated with an event of a global scale.

"There are many moving parts and much work to be done behind the scenes," he says. "We are blessed to have such a great staff and group of volunteers to ensure the event is a success each year."

Bentley is excited about the big opportunities that the 2014 World Dairy Expo offers with the completion of the new cattle pavilions. (To read more about the newly constructed cattle pavilions, see page Expo 7).

"Expo leadership and exhibitors have been dreaming and planning for new cattle housing facilities for many years," he says. "Last year, we completed financing and approval of the building plans, and this year will

be a great challenge for our dairy cattle team — dairy superintendents, volunteers and staff." Bentley expects that they will deliver on these long-standing priorities of the World Dairy Expo organization.

While still new to his role as general manager, Scott Bentley is certainly not new to the dairy industry or World Dairy Expo scene. Bentley brings a wealth of industry experience to Expo, having a deep pedigree from working for ABS Global as their global supply manager and previously held positions as global dairy product manager, district sales manager and dairy sire acquisition.

Prior to that, Bentley was field service manager at the American Jersey Cattle Association. He earned his Bachelor of Science degree in dairy science from Iowa State University and a Master's degree in business administration from Purdue University. He says favorite memories from his younger days tend to be the ones that he holds onto and cherishes the most over time.

"I was fortunate to be a member of the Iowa State Dairy Cattle Judging Team that placed second in the 1983 contest," he says. "As the overall individual, I recall celebrating in fine fashion with my college friends."

Since shifting gears from trade show exhibitor to general manager, Bentley confirms that event managers need to widen the lens and focus on the collective experience to ensure that he and his team are meeting the needs and wants of a broad spectrum of attendees. "Expo



SCOTT BENTLEY HAS BEEN at Expo's helm just over a year. In that time, the show has continued to grow and expand, yet Bentley is excited about the opportunities the new cattle pavilions will afford elite show cattle, exhibitors and general attendees.

is not a five-day event for us, it is a 365-day process," he says.

## Working smarter

Integrating technology into Expo's operations is something Bentley and the Expo team continue to prioritize. "We have expanded our online offerings to both our dairy cattle and trade show exhibitors, and also invested in website upgrades that are designed to enhance the experience for those participating remotely in World Dairy Expo," he says.

Bentley happily reports that RFID was introduced with tremendous success in 2013. "We continue to identify ways to automate the animal check-in process," he says. "We are now using tablets with pre-loaded cattle entry data to speed up the check-in process." Skype with video is used to communicate with remote stakeholders, and they are now creating Expo videos in-house.

"Collaboration with a wide range of partners helps to keep us on the edge of technological advancements," Bentley proudly notes.

## Moving forward

Looking to future goals of World Dairy Expo, Bentley says that successful integration into the New Holland Pavilions at the Alliant Energy Center and the new cattle facilities is their number one priority for 2014. "Our building committee and housing task force have worked hard to ensure that our world class cattle, exhibitors and attendees are safely and comfortably housed in the pavilions," he says.

As he develops in his role at Expo, Bentley states the Expo Board and Executive Committee have provided a great deal of counsel to him. "However, you can't beat the firsthand views of visitors and exhibitors. They are not shy with their feedback, and it is needed for a holistic viewpoint as Expo prepares for the next 50 years."

Bentley is proud of his World Dairy Expo staff and says that they have been together for more than a year and are continuing to grow and evolve. Some restructuring of roles has allowed Expo to sharpen its focus on their key stakeholders and participants. "We enjoy what we do and are proud to share our passion with everyone who attends World Dairy Expo," he says. ■

## Wanna know what they've been up to?

### Oh, the things you learn in 50 years!

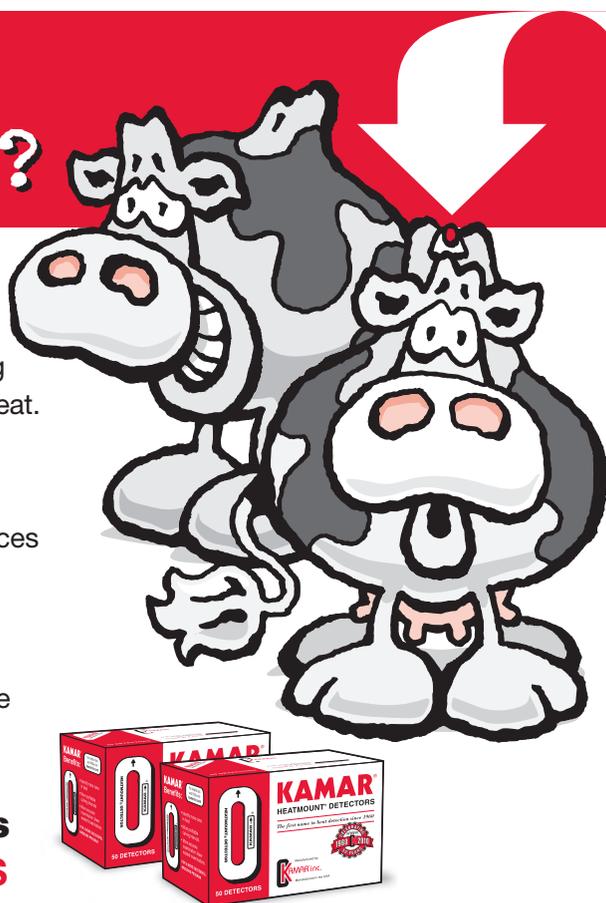
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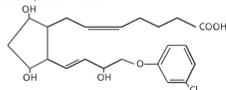
*At 50 and 100 times the recommended dose, mild side effects may be detected in some cattle; these include increased uneasiness, slight frothing, and milk let-down. For complete information on use, withdrawal period, contraindication, adverse reactions, refer to product package insert below.*

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## Estrumate® (cloprostenol sodium)

**Prostaglandin Analogue for Cattle  
Equivalent to 250 mcg cloprostenol/ml**

Estrumate® (cloprostenol sodium) is a synthetic prostaglandin analogue structurally related to prostaglandin F<sub>2</sub> α (PGF<sub>2</sub> α). Each mL of the colorless aqueous solution contains 263 mcg of cloprostenol sodium (equivalent to 250 mcg of cloprostenol) in a sodium citrate, anhydrous citric acid and sodium chloride buffer containing 0.1% w/v chlorocresol bp as a bactericide. pH is adjusted, as necessary, with sodium hydroxide or citric acid.



**ACTION:**  
Estrumate causes functional and morphological regression of the corpus luteum (luteolysis) in cattle. In normal, nonpregnant cycling animals, this effect on the life span of the corpus luteum usually results in estrus 2 to 5 days after treatment. In animals with prolonged luteal function (pyometra, mummified fetus, and luteal cysts), the induced luteolysis usually results in resolution of the condition and return to cyclicity. Pregnant animals may abort depending on the stage of gestation.

**INDICATIONS:**  
For intramuscular use to induce luteolysis in beef and dairy cattle. The luteolytic action of Estrumate can be utilized to manipulate the estrous cycle to better fit certain management practices, to terminate pregnancies resulting from mismatings, and to treat certain conditions associated with prolonged luteal function.

**RECOMMENDED USES:**  
Unobserved or nondetected estrus

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F-30510615  
USA067796IN v

Cows which are not detected in estrus, although ovarian cyclicity continues, can be treated with Estrumate if a mature corpus luteum is present. Estrus is expected to occur 2 to 5 days following injection, at which time animals may be inseminated. Treated cattle should be inseminated at the usual time following detection of estrus. If estrus detection is not desirable or possible, treated animals may be inseminated twice at about 72 and 96 hours postinjection.

**Pyometra or Chronic Endometritis**  
Damage to the reproductive tract at calving or postpartum retention of the placenta often leads to infection and inflammation of the uterus (endometritis). Under certain circumstances, this may progress into chronic endometritis with the uterus becoming distended with purulent matter. This condition, commonly referred to as pyometra, is characterized by a lack of cyclical estrus behavior and the presence of a persistent corpus luteum. Induction of luteolysis with Estrumate usually results in evacuation of the uterus and a return to normal cyclical activity within 14 days after treatment. After 14 days posttreatment, recovery rate of treated animals will not be different than that of untreated cattle.

**Mummified Fetus**  
Death of the conceptus during gestation may be followed by its degeneration and dehydration. Induction of luteolysis with Estrumate usually results in expulsion of the mummified fetus from the uterus. (Manual assistance may be necessary to remove the fetus from the vagina). Normal cyclical activity usually follows.

**Luteal Cysts**  
A cow may be noncyclic due to the presence of a luteal cyst (a single, anovulatory follicle with a thickened wall which is accompanied by no external signs and by no changes in palpable consistency of the uterus). Treatment with Estrumate can restore normal ovarian activity by causing regression of the luteal cyst.

**Pregnancies from Mismating**  
Unwanted pregnancies can be safely and efficiently terminated from 1 week after mating until about 5 months of gestation. The induced abortion is normally uncomplicated and the fetus and placenta are usually expelled about 4 to 5 days after the injection with the reproductive tract returning to normal soon after the abortion. The ability of Estrumate to induce abortion decreases beyond the fifth month of gestation while the risk of dystocia and its consequences increases. Estrumate has not been sufficiently tested under feedlot conditions; therefore, recommendations cannot be made for its use in heifers placed in feedlots.

**Controlled Breeding**  
The luteolytic action of Estrumate can be utilized to schedule estrus and ovulation for an individual

cycling animal or a group of animals. This allows control of the time at which cycling cows or heifers can be bred. Estrumate can be incorporated into a controlled breeding program by the following methods:

1. Single Estrumate injection: only animals with a mature corpus luteum should be treated to obtain maximum response to the single injection. However, not all cycling cattle should be treated since a mature corpus luteum is present for only 11 to 12 days of the 21-day cycle. Prior to treatment, cattle should be examined rectally and found to be anatomically normal, be nonpregnant, and have a mature corpus luteum. If these criteria are met, estrus is expected to occur 2 to 5 days following injection, at which time animals may be inseminated. Treated cattle should be inseminated at the usual time following detection of estrus. If estrus detection is not desirable or possible, treated animals may be inseminated either once at about 72 hours or twice at about 72 and 96 hours post injection.

With a single injection program, it may be desirable to assess the cyclicity status of the herd before Estrumate treatment. This can be accomplished by heat detecting and breeding at the usual time following detection of estrus for a 6-day period, all prior to injection. If by the sixth day the cyclicity status appears normal (approximately 25%-30% detected in estrus), all cattle not already inseminated should be palpated for normality, nonpregnancy, and cyclicity, then injected with Estrumate. Breeding should then be continued at the usual time following signs of estrus on the seventh and eighth days. On the ninth and tenth days, breeding may continue at the usual time following detection of estrus, or all cattle not already inseminated may be bred either once on the ninth day (at about 72 hours postinjection) or on both the ninth and tenth days (at about 72 and 96 hours post injection).

2. Double Estrumate injections: prior to treatment, cattle should be examined rectally and found to be anatomically normal, nonpregnant, and cycling (the presence of a mature corpus luteum is not necessary when the first injection of a double injection regimen is given). A second injection should be given 11 days after the first injection. In normal, cycling cattle, estrus is expected 2 to 5 days following the second injection. Treated cattle should be inseminated at the usual time following detection of estrus. If estrus detection is not desirable or possible, treated animals may be inseminated either once at about 72 hours or twice at about 72 and 96 hours following the second Estrumate injection.

Many animals will come into estrus following the first injection; these animals can be inseminated at the usual time following detected estrus. Animals not inseminated should receive a second injection 11 days after the first injection. In normal, cycling cattle, estrus is expected 2 to 5 days following the second injection. Treated cattle should be inseminated at the usual time following detection of estrus or may be inseminated either once at about 72 hours or twice at about 72 and 96 hours post second injection. Any controlled breeding program recommended should be completed by either:

- observing animals (especially during the third week after injection) and inseminating or hand mating any animals returning to estrus, or

- turning in clean-up bull(s) 5 to 7 days after the last injection of Estrumate to cover any animals returning to estrus.

**REQUIREMENTS FOR CONTROLLED BREEDING PROGRAMS:**

A variety of programs can be designed to best meet the needs of individual management systems. A controlled breeding program should be selected which is appropriate for the existing circumstances and management practices. Before a controlled breeding program is planned, the producer's objectives must be examined and he must be made aware of the projected results and limitations. The producer and his consulting veterinarian should review the operation's breeding history, herd health, and nutritional status and agree that a controlled breeding program is practical in the producer's specific situation. For any successful controlled breeding program:

- cows and heifers must be normal, nonpregnant, and cycling (rectal palpation should be performed);
- cattle must be in a fit and thrifty breeding condition and on an adequate or increasing plane of nutrition;
- proper program planning and record keeping are essential;
- if artificial insemination is used, it must be performed by competent inseminators using high-quality semen.

It is important to understand that Estrumate is effective only in animals with a mature corpus luteum (ovulation must have occurred at least 5 days prior to treatment). This must be considered when breeding is intended following a single Estrumate injection.

**SAFETY AND TOXICITY:**  
At 50 and 100 times the recommended dose, mild side effects may be detected in some cattle. These include increased uneasiness, slight frothing, and milk let-down.

**CONTRAINDICATIONS:**  
Estrumate should not be administered to a pregnant animal whose calf is not to be aborted.

**PRECAUTIONS:**  
There is no effect on fertility following the single or double dosage regimen when breeding occurs at induced estrus or at 72 and 96 hours posttreatment. Conception rates may be lower than expected in those fixed time breeding programs which omit the second insemination (ie, the insemination at or near 96 hours). This is especially true if a fixed time insemination is used following a single Estrumate injection. As with all parenteral products, careful aseptic techniques should be employed to decrease the possibility of postinjection bacterial infection. Antibiotic therapy should be employed at the first sign of infection.

**DOSAGE AND ADMINISTRATION:**  
Two mL of Estrumate (500 mcg of cloprostenol) should be administered by INTRAMUSCULAR INJECTION for all indications in both beef and dairy cattle. Do not puncture stopper more than 10 times.

**WARNINGS**  
For veterinary use only. Women of childbearing age, asthmatics, and persons with bronchial and other respiratory problems should exercise extreme caution when handling this product. In the early stages, women may be unaware of their pregnancies. Estrumate is readily absorbed through the skin and may cause abortion and/or bronchospasms; direct contact with the skin should therefore be avoided. Accidental spillage on the skin should be washed off immediately with soap and water.

**STORAGE CONDITIONS:**  
1. Protect from light.  
2. Store in container.  
3. Store at controlled room temperature 59°-86° F. (15°-30° C).

**HOW SUPPLIED:**  
20mL and 100mL multidose vials

**CAUTION:**  
Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

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# Future milk marketers rewarded

THE National Dairy Shrine (NDS) and Dairy Management Inc. (DMI) are pleased to announce that \$6,500 in scholarships have been awarded to college students in dairy product development, milk marketing or related fields. One \$1,500 scholarship and five \$1,000 scholarships were awarded. The NDS/DMI scholarships encourage students to pursue careers in dairy product or milk marketing.

**Robert Sexton**, University of Minnesota, an agricultural and food

business management major, is the \$1,500 winner. Sexton is a member of the Gopher Dairy Club and the Farm House Fraternity. He is heavily involved in the National Agri-Marketing Association, 4-H and FFA. One of his greatest learning experiences was an internship at



Sexton

the butter production plant of AMPI in New Ulm, Minn., where he was involved in product development, packaging and market development. His future plans include working in the dairy processing industry.

The \$1,000 recipients include:

**Christine Reitsma**, also from the University of Minnesota, studies applied economics and agricultural education, leadership and communication. She is a member of the Gopher Dairy Club, Applied Eco-

nomics Student Organization, Agriculture Education Club and Beta of Clovia. Reitsma served as the 59th Princess Kay of the Milky Way. Her professional goal is to work in a marketing job with an agricultural organization.



Reitsma

**Maggie Jennissen**, studying applied economics and psychology at the University of Minnesota, is involved with the Gopher Dairy Club, National Agri-Marketing Association, 4-H and FFA. She recently served as an intern for the Minnesota Milk Producers Association. She has an interest in continuing her career in dairy marketing.



Jennissen

**Hillary Hall** attends the Ohio State University majoring in food science and technology. Hall is a member of the Food Science Club and the Collegiate Young Farmers. She was also very active in 4-H, FFA and held numerous leadership roles in her school. She will be interning this summer at Land O'Lakes in a product development area. Hall hopes to continue with a career in dairy product development and marketing.



Hall

**Emily Plapp** attends Kansas State University and is studying food science. She has been a member of the Food Science Club, Bakery Science Club, Collegiate 4-H, KSU Dairy Science Club and Alpha Zeta. Last summer's internship with Crest Foods Inc., fueled her continued interest in the dairy product industry. Plapp would like to become a food scientist and work in dairy product innovation.



Plapp

**Sarah Kappel** is an animal science pre-vet student at Colorado State University. She has spent three years interning with the Vermont Farmstead Cheese Company doing work on the dairy and helping make cheese. This allowed her to see the entire dairy industry from the cow to selling products to the consumer. Kappel plans to be a large animal veterinarian and continue to educate the public about dairy products. 

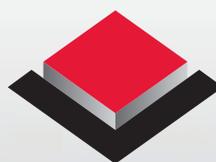


Kappel



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▶▶▶ continued from page 17

its ideals have been the standard that I have tried to live by in my lifetime. "The showman who most nearly exemplifies the ability, character, friendliness, and sportsmanship practiced by Arthur Klussendorf."

Let's bring this back to integrity. Right now, I think our farm's best heifer is three weeks out of being in the next class. I know a lot people say I'm stupid for doing that. Well, that's fine. But I go to bed at night and that heifer was born on the 10th day of February, and that's when she was born. So, I've tried to stick by all the credentials that the Klussendorf Award has represented.

**You spent over two decades as an Indiana high school basketball referee. What similarities do judging shows and officiating basketball games have in common? How are they different?**

They are different because you are dealing with a rowdy crowd at the basketball games.

The one way that I have always felt like they were similar was the fact that you have to concentrate strictly on what's going on in front of you. In judging, I've been able to lockout the ringside and lockout the crowd and lock myself into what's in the ring. And it was the same way with refereeing basketball.

Take for example, refereeing basketball games. I was fortunate to work many of the biggest games in the state of Indiana over the years. There is that thrill of victory and the agony of defeat. In that atmosphere, there were always hostile people who had to be dealt with.

I think probably the most hostile environment I ever was in was at a city championship game in Michigan City, Ind. It was Michigan City Rogers versus Michigan City Elston. Five years before that, they played in the championship game and had never finished. The crowd had got so out of hand that the referees had to have escorts to get out of the building and they shut the game down.

I always felt happy and proud of the fact that the one year that I refereed that intercity rivalry (I had a good man with me on the other end of the floor) we did finish the game, we got a winner and we didn't have the hostile environment. That was always one of the proud moments, in that respect.

When you name that champion cow in any breed at Madison, you don't have the hostility but you see the thrill that it gives people and the crowd, that's the similarity between the two.

**You are well-known for wearing a cowboy hat while you judge. Is there a special reason for it?**

No, not really. I have a half dozen hats around, and on hot days here at home when I'm out in the field working, I wear a straw cowboy hat and it keeps my bald head from burning. I don't think there is any special reason for it. It's been part of my attire, I guess, for years and years and years. There's nothing special about it. It's one of the things that I started when I judged my first shows and continued until Expo (they don't allow you to wear a hat anymore). That's just been a part of me. **H**



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by Chelsey Johnson



# THE VOICES OF EXPO

WORLD Dairy Expo could be considered the Olympics of the dairy industry. Just as people from around the globe come together to see the world's finest athletes compete in the Olympic games, dairy enthusiasts flock from all over the world to admire the world's finest dairy cattle and innovations.

While each Olympic victory in itself is worth remembering, the role of the voice announcing the victory has the ability to make it legendary. For example, the 1980 Olympics "Miracle on Ice," when the United States men's hockey team defeated the Soviet Union, is arguably one of the most remembered moments in the history of American sports. This is partially due to the voice of Al Michaels who counted down the last seconds to victory.

Even though the breed shows at World Dairy Expo may not need a play-by-play, behind each class-winning cow is a voice that generates applause and propels each moment into history.

"I still get goose bumps as I recall Seth Johnson's voice saying, 'It's the Guernsey!' when he revealed that Pistachio Pie would be named Supreme Champion," Lisa Behnke, one of the current Brown Swiss announcers, reminisced.

## Mentors guide them

Throughout the week, seven different individuals take turns behind the microphone in the announcers' booth perched above the north side of the show ring. Some of the voices are still becoming familiar to the crowds at the Coliseum while others have become signature voices of Expo, as they have announced for many years.

While the voice behind the microphone for each breed has changed over the history of each show, the mentorship offered by more experienced announcers through the years ensures that the talent in the announcers' booth remains top notch.

"I consider Art Nesbitt, one of the long-time Holstein show announcers, to be the voice of World Dairy Expo. He set the bar for those who followed him," Behnke explained.

When Behnke began announc-

ing the Holstein show in 1990, she wasn't sure she could live up to the great voices that sat behind the microphone before her. However, mentorship from those more experienced announcers helped build her confidence and skill.

In 1991, for Expo's 25th Anniversary, Behnke was invited to take part as a co-host for a more dramatic presentation of the Supreme Champion, announced from the Coliseum floor. Until that point, the supreme champions were crowned from the announcers' booth. She co-hosted the Supreme Champion ceremony for the next 14 years with Nesbitt at her side.

"I learned so much from working with Art and Dave Selner. Dave and I worked as a team for many years from the announcers' booth," Behnke praised. "When I was first starting out, it was exciting when Dave let me announce the top three of the class."

After taking a break from 2004 to 2010 when her position as the World Dairy Expo marketing manager kept her away from the microphone, Behnke returned as the Brown Swiss show announcer in 2011. Returning as an announcer has given Behnke a chance to step into a mentorship role since her Brown Swiss announcing cohort, Kelsi Mayer, is in just her second year behind the microphone.

"This is a nerve-racking job, and that is why I prefer working with someone rather than doing it alone," Mayer explained. "Lisa has made it a great learning environment, and she is a great person to learn from."

"My hope is that years from now she can say she learned from me," Behnke said. "I know that I will never be able to impart all those gentlemen taught me."

## More than reading names

One might assume that announcing each class simply involves waiting to read off the class winners and rankings on cue, while enjoying a comfortable chair and unique view of the show ring. Although the view of the ring is one of the perks to the job, its fast paced work that comes with many responsibilities.

If you were to take a glance up at the announcers' booth as a class is

entering the ring, you might notice the announcers and assistants donning a set of binoculars.

"We use the binoculars to see the back tags of exhibitors and verify the placings as the judge begins to place the class," Mayer explained.

As a Brown Swiss announcer, Mayer noted that identifying exhibitors becomes even more challenging during the Brown Swiss parade of champions when the exhibitors are wearing Swiss milking shirts that cover their back tags.

"By the end of the show, we have to recognize the cows in the parade of champions by the udder and other features rather than relying on the back tags," Mayer explained.

In front of each announcer is a computer monitor. As the cattle enter the ring, their back tag is scanned, and this immediately feeds up to the monitor for the announcers to read. By the time the last animal enters the ring, the announcers can tell from the monitor who is in the ring and refer back to their catalog to know who did not show.

"The monitors are a great tool, but we make sure to take our own notes, too," Mayer pointed out.

The first few minutes in the ring are fast paced as the announcers communicate over the radios to confirm the information on the monitors is correct. In addition, the announcer is responsible for calling back to the barns on a separate microphone to inform the exhibitors when the class has entered the ring, when the judge has completed his first pull of animals, when the judge has completed his final pull and once the placings are completed.

In between keeping a close eye on the class placings and communicating with the barns, the announcers are also responsible for introducing the judge and reading other special announcements during the show.

Once the class is placed, the announcer reads the top three cattle in the class as well as the first-place bred and owned in the class. This announcement is done before the monitor is completely updated, so the attention and notes of the announcers are crucial to ensure accuracy. Once the monitor is updated with complete names and placings, the announcer can read the placings in the order as it appears in the show catalog.

"I am always amazed by how everything can fall into place without a rehearsal," Behnke pointed out. "For the first few minutes I may feel a little flustered, but then it is like riding a bike and everything falls into place again."

## Privilege isn't taken lightly

Announcers begin preparing for this job a few weeks prior to Expo.

"We receive the catalogs a few weeks ahead of time, and we each take time to read through the list of exhibitors," Brenda Lee-Turner, one of the current Holstein and Ayrshire breed show announcers, explained. "We don't want to disappoint the person in the ring who has worked so hard to get to this stage by pronouncing their name or farm name wrong."

Lee-Turner explains that she goes through a number of measures to make sure she can pronounce each name correctly. When Expo begins, she walks through the barns and asks how to pronounce names she may not know. If a last-minute check is needed, the announcers use a radio to communicate with the staff checking animals into the ring and find out from the exhibitor directly.

She noted that pronouncing French names is a unique challenge she is faced with in the Holstein ring. However, her decade of experience announcing at Expo as well as living in Canada for 11 years have equipped her to pronounce these names with ease.

"If needed, we will spell out the names phonetically in our catalog," Lee-Turner explained. "The key is to read one word at a time. When we start reading ahead, that is when we tend to stumble."

Despite the high expectations and responsibility that come with sitting behind the microphone, the privilege of playing a role in history draws the announcers back each year.

"I had the opportunity to announce Snickerdoodle as the winner of the dry cow class this year," Behnke emotionally explained. "I got shivers to see her step onto the shavings and when the crowd erupted with applause as my voice echoed through the Coliseum: 'Old Mill E Snickerdoodle.' Being able to evoke that kind of crowd response for such an honest, enduring, no fuss, real-deal kind of cow makes this job worth it." ■



**KEEPING VIEWERS INFORMED** on who enters the ring and tops the class is no easy task, but breed show announcers embrace the opportunity. Each learn from not only those who sit alongside them but soak up advice from those who sat in those seats decades ago.



## Dairy Conference opens industry doors

WHEN it comes to dairying, Wisconsin has a lot to offer. And while World Dairy Expo may be one of the state's biggest draws each October, the 150-plus youth attending the National 4-H Dairy Conference are exposed to a much broader cross section of Wisconsin's \$26.5 billion dairy industry than even the Alliant Energy Center can provide.

These youth have Guy C. Noble to thank for the opportunity.

### Sixty years strong

Noble first proposed the idea of a program specifically designed for 4-H youth involved in dairy achievement projects to the International Dairy Show committee in July 1954. Several state 4-H leaders and extension staff along with the American Guernsey Cattle Club secretary at that time developed the first agenda in 1955.

The program remains strong 60 years after its inception and continues to strengthen and further develop the dairy knowledge of 4-H youth, while connecting them with their future industry peers. But, its roots weren't always in Madison.

Representing nine states, 85 4-H members and their leaders gathered for the first conference held October 7 to 10, 1955, in Chicago, Ill. Knowledge development was key as this first group learned from respected dairy industry authorities, toured processing plants, visited the Chicago Stockyards and attended the International Dairy Show. Through the intervening years, the educational aspect of the program has remained its pillar.

In 1970, the national show transitioned from Chicago to Madison as World Dairy Expo was launched. The conference followed and has called Wisconsin home since its 16th annual event. Since 1955, approximately 10,000 youth have attended the conference.

### Knowledge at its core

Come September 28, delegates from 35 states and Canada will arrive on the University of Wisconsin-Madison campus. Holding true to the conference's mission, over the next three days 4-H'ers will network with their peers as they are

introduced to the production, allied industry and educational sectors of the Wisconsin dairy industry.

After introductory activities on Sunday, youth rise bright and early Monday to tour ABS and Fort Atkinson, Wis., home to the National Dairy Shrine, Hoard's Dairyman and Nasco. After dairy foods and advocacy seminars Tuesday morning, students have the chance to get on-farm, visiting Chason Acres and Crave Brothers. In the vein of education, nine classes are offered Wednesday covering everything from genetics and finance to marketing and A.I. Their program culminates Wednesday afternoon with a visit to Expo.

A LaCrescent, Minn., native, Leah Johnson James attended the conference in 2002 due to her involvement with the Minnesota 4-H dairy project. For James, the U.S. Jersey marketing manager for Genex Cooperative Inc., who also dairies with her husband's family in Wisconsin, attending the conference was an influential point in her youth.

"Being in high school, it was an eye-opening experience getting to see Nasco and the National Dairy Shrine firsthand," said James. "It was the first time I was able to attend an out-of-state event focused on dairy. It opened my eyes to the endless opportunities that exist for careers within the dairy industry. Looking back, this conference solidified my choice to pursue an education and career in agriculture," she added.

Betsey McKenna, a recent Cornell graduate from Berry, N.Y., attended the conference in 2009 as part of the state's Junior Dairy Leaders Program. McKenna and her father had toured Crave Brothers before when they attended the American Association of Bovine Practitioners annual meeting.

"When we went to the symposium, we had the opportunity to go to Crave Brothers. When I came back in 2009, I went again. It was awesome to see the span of changes, progressions and developments that the farm had gone through while remaining true to their core values."

The chance to interact with industry professionals was a highlight for McKenna, who works in Trenton,

Fla., coordinating the development of satellite dairies in Africa and Panama. Many of the professionals youth have the opportunity to meet are also long-time sponsors of the program. "Industry representatives sat down and discussed their experiences, whether it be nutrition, dairy management or finance and gave real life examples of what their careers were like. They extended business cards and said let us know if you ever need anything."

The classes and educational aspects of the program also resonate with delegates. "If I was going to pick a second major in college, it would have been food science," noted Caroline Warns, a 2012 attendee and current dairy science student at Virginia Tech. "The stop I remember most was the food science class on the Madison campus. There we altered and marketed different dairy products. They gave us a blank canvas and told us to sell our product. It is a station that stuck with me, and I have reenacted it a couple times in other conferences I have worked with."

### Building future bridges

While every participant is struck at different moments over the course of the conference, they all value the networks they develop because they came to Madison.

"Meeting and connecting with other dairy youth from across the U.S. was another highlight for me," noted James. "Today, 10-plus years after I went to the conference, I continue to work and have friendships with some of the people I first met in Madison. The opportunity to connect with other 4-H members interested in dairy from across the country isn't found in any other program."

Warns echoed this sentiment. "The program does an amazing job of bringing people from across North America together. It was nice to talk with people, from the Southeast all the way to the Northwest, about what it was like dairying in their corner of the country," added Warns.

### Volunteers see value

Youth aren't the only beneficiaries, though. A dedicated group of vol-

unteers brings youth back to Madison each fall because they see the impact it has on their future.

"I have seen the huge impact that it has had on many of the 4-H members who have attended," noted Rel Seykora, chaperone for the Minnesota delegation. "It opens delegates' eyes to the many careers in the dairy industry. 4-H'ers have actually changed career plans because of this dairy conference."

New York youth participating in the Junior Dairy Leaders Program, headed by Deb Grusenmeyer, attend the conference each year. Grusenmeyer noted, "I bring a large group of kids back each year for several reasons. It gives them an opportunity to meet and interact with other youth and industry professionals from all over the U.S. and Canada who have a similar interest."

"They have the opportunity to share dairy ideas and experiences with their peers. They hear how other youth and their farm families might do things differently than they do at home. It gives them a more global view of the industry. They also get the opportunity to work on some personal skills, including leadership."

"The kids I take to the conference always come back with a little more confidence in themselves and the career path or field they are following in the dairy industry. They see the industry as bigger than their backyard and can compare and contrast the similarities and differences of dairying from across the U.S. and Canada. They learn to respect those differences and learn from each other," she concluded.

Gary Fredericks, with Washington State, has brought youth to the conference for the past 17 years. "Each year, 4-H'ers from Washington are introduced to a week of discovery, friendship, opportunity and fun. They meet people from across the continent and develop life-long friendships. They have the opportunity to meet with representatives from almost every major dairy company, experience college campus life and learn about internship opportunities. I chaperone these youth because this conference changes their lives." ❧



You can follow National 4-H Dairy Conference during the event and throughout the year on its Facebook page: <https://www.facebook.com/N4HDC>. The Facebook page is open to everyone interested in the dairy industry, not just conference attendees.

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by Taylor Pires

## A real class act

FOR two days each year, World Dairy Expo hosts approximately 1,350 students from up to 30 schools and about 65 different classes. These students have the unique opportunity to see several aspects of the dairy industry through the World Dairy Expo Children's Educational Program, commonly known as school tours.

In just one day, students are exposed to a world class dairy cattle show, venture through the milking parlor and learn about the nutritive value of dairy products. Expo uses school tours as an opportunity to share the dairy industry with local students and to help educate our future consumers.

### Practicing inclusivity

The school tours are geared towards fourth graders. It is part of the Wisconsin fourth grade curriculum to learn about the state's varied agriculture infrastructure. Naturally, students in "America's Dairyland" should understand one of the most vital industries in Wisconsin. While a majority of the students who participate are in public schools, the Expo staff sees the importance in extending this educational opportunity to home-schooled students as well. Kelly Bienfang, the school tour coordinator since 2006, shared how the relationship with home-schooled students began.

"The relationship with the home-schoolers started when Expo staff brainstormed on how to connect with more educational systems and extend our reach beyond the Dane County region," said Bienfang. "Since then, the home-schoolers' attendance has grown. We have experienced such great growth that we have increased the number of tour groups for the home-schoolers, thus providing a better experience for everyone," she added.

Holy Family Homeschoolers is one group that has benefitted from this partnership. They are a Catholic home-schooling group in the Madison area that is made up of about 80 families. Many of the families choose to bring all of their kids on the tour, no matter their age. Barb Schmiesing has brought her children on the tour for three of the past five years. She believes what students learn on the tour appeals to all ages. Whether they are 5 or 15, there is something about the dairy industry they can relate to.

In reference to the older students in the home-schooling group, Schmiesing shared, "If they're taking a life science course with their parents at home, they can see where genetics plays a role in the dairy industry." Schmiesing went on to say, "A fourth grader may not comprehend that. But that's why, with the home-schoolers, it's neat when some of the older kids are part of the

tour. They can see that what they're studying is real life."

### A well-rounded experience

The diversity of the dairy industry is reflected in the various stations featured on the school tours. "Each station highlights different aspects of the dairy industry," said Bienfang. "As the overall population becomes more urban, the need to educate youth on the benefits of the dairy industry becomes more important."

Students are taken to the Coliseum to watch the cattle shows, to the milk house and parlor to learn how milk gets from the farm to their table, and to the Semex Walk of Fame to learn about dairy cattle genetics. Additionally, students visit a feed display to learn how feed is converted by cows into milk, and they attend an interactive presentation with the Wisconsin Milk Marketing Board, which focuses on the nutrients in milk and dairy products. The tour ends with Kemps' milk, a Sargento cheese and cracker snack, and Baker Cheese string cheese.

"If tour guides have additional time, they are encouraged to take their group among the outdoor commercial exhibitors to see the large equipment, or they can connect with various cattle exhibitors and provide the opportunity for the kids to touch a calf or cow," Bienfang said.

Tour guides are volunteers. Yogi Brown is a longtime volunteer who has been sharing her knowledge with students for 20 years.

Brown explains things in the students' terms. She described the show as "Miss America for cows," and a Total Mixed Ration (TMR) as "A recipe for homemade cookies. You add

all the ingredients until the cookie comes out right." Brown also shared why she continues to come back, year after year, and volunteer as a tour guide. "I love it. It's how I do my part to help out with Expo. It's how you stay in touch with the customer."

### A lasting importance

The knowledge that is gained on the school tours will continue to influence students and their choices as consumers. Schmiesing continues to bring her children back because she values the firsthand experiences with dairying that they wouldn't receive otherwise.

"I grew up on a farm, and there's something about that experience I had as a kid that I want to share with my kids. I think it's important for the kids to see where their milk comes from and all the hard work that goes into it," Schmiesing shared.

In addition to a respect for farmers, Bienfang hopes students walk away with the tools needed to be well-rounded consumers. "These kids are already making educated diet choices that will affect their entire lives. The information we provide will assist them to make more conscience decisions," she said.

Bienfang's wish for a lasting impression is proven true with the positive feedback she has received from parents. "The most rewarding feedback I have received is from the chaperoning parents sharing their experience of this same tour years ago — essentially, this program has evolved into a second-generation event," she shared. This is a testament to the importance of school tours, as parents see the need for their own children to experience where their food comes from. **|||**



OVER TWO DAYS, 1,300-PLUS STUDENTS WILL GAIN FIRST-HAND KNOWLEDGE of World Dairy Expo and the dairy industry. For many future consumers learning about Wisconsin's varied industries in class, this is an opportunity to connect the pieces from the classroom to dairying.

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The author was the 2013 Hoard's Dairyman Editorial Intern and a recent Cal Poly graduate.

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# Judges set to evaluate elite cattle

**DAVID Wallace** is the **International Ayrshire Show** judge. Wallace has been the executive secretary of the Brown Swiss Cattle Breeders' Association in Beloit, Wis., since 2009. He was raised on a registered Ayrshire farm in Ohio where they bred and developed a National Ayrshire Champion Female. Wallace has judged National Brown Swiss Shows in Brazil, Colombia, Peru and Mexico.



Wallace

**Gary Bowers**, Coaticook, Quebec, is the **associate Ayrshire** judge.

**Eric Topp**, Botkins, Ohio, is the **International Brown Swiss Show** judge. He is part of the family owned and operated Topp-View Farms and is a dairy nutritionist for Maria Stein Grain. Topp has judged the Eastern National Show in Harrisburg, Pa., the Southeastern National Show in Louisville, Ky., and the Southern National Show in Perry, Ga.



Topp

**Sherry Smith**, Glenford, Ohio, is the **associate Brown Swiss** judge.

**International Guernsey Show** judge is **Dale Chupp**. Chupp is partner in Chupps Guernsey Farm, Iola, Okla., with his brother, Stanley. He has served on the National Guernsey Show Committee and the Young Sire Committee. Their farm has had Grand Champion Guernsey of the International Guernsey Show twice.



Chupp

**Robert Yeoman**, Dover, Okla., is the **associate Guernsey** judge.

**International Holstein Show** judge is **Paul Trapp**. Trapp has worked for ABS Global for 21 years and is currently a regional sire analyst. His family owns an elite group of registered Brown Swiss, Jerseys and Holsteins, receiving All-American nominations across all three breeds. He is also partner in Pit-Crew Genetics, which has received 16 Brown Swiss



Trapp

All-American nominations.

**Pat Conroy**, Angola, Ind., is the **associate Holstein** judge.

**International Junior Holstein Show** judge is **Molly Sloan**. Sloan serves as training program manager for Alta Genetics. Sloan grew up showing registered Holsteins with her family in Marengo, Ill. Sloan has judged over 60 shows at local, state and national levels.

**Roger Turner**, Sun Prairie, Wis., is the **associate junior Holstein** judge.

**International Jersey Show** judge is **Nathan Thomas**. Thomas is from North Lewisburg, Ohio. He, his father, John, and brother Andy, own Triple T Holsteins and Jerseys. The farm bred the 2009 Junior Champion Holstein at World Dairy Expo and the Royal Agricultural Winter Fair. They have had the top ranking BAA in the nation for their herd size for three years in a row.



Thomas

**Jeff Brown**, Jackson Center, Ohio, is **associate Jersey** judge.

**International Milking Short-horn Show** judge is **Michael**

**Heath**, Westminster, Md. Heath grew up on Spring Valley Jersey Farm in Maryland. Currently, Heath is a dairy cattle marketer. Heath judged the 2013 International Red and White Show, the 2012 International Holstein Show and the International Dairy Week Jersey Show in Australia.



Heath

**Jack Lomeo, Jr.**, Lowville, N.Y., is the **associate Milking Short-horn** judge.

**The International Red and White Show** judge is **Callum McKinven**. McKinven co-owns and operates Lookout Holsteins and Jerseys in Canton de Hatley, Quebec. McKinven is an internationally-renowned judge, judging in over 28 countries and in all breeds, and has previously judged at World Dairy Expo nine times.



McKinven

**David Crack, Jr.**, Richmond, Quebec, is the **associate Red and White** judge. III



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## INDICATIONS

ZACTRAN is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle. ZACTRAN is also indicated for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida*.

## CONTRAINDICATIONS

As with all drugs, the use of ZACTRAN is contraindicated in animals previously found to be hypersensitive to this drug.

**WARNING: FOR USE IN CATTLE ONLY. NOT FOR USE IN HUMANS. KEEP THIS AND ALL DRUGS OUT OF REACH OF CHILDREN. NOT FOR USE IN CHICKENS OR TURKEYS.**

The material safety data sheet (MSDS) contains more detailed occupational safety information. To report adverse effects, obtain an MSDS or for assistance, contact Meril at 1-888-637-4251.

**RESIDUE WARNINGS:** Do not treat cattle within 35 days of slaughter. Because a discard time in milk has not been established, do not use in female dairy cattle 20 months of age or older. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

## PRECAUTIONS

The effects of ZACTRAN on bovine reproductive performance, pregnancy, and lactation have not been determined. Subcutaneous injection of ZACTRAN may cause a transient local tissue reaction in some cattle that may result in trim loss of edible tissues at slaughter.

## ADVERSE REACTIONS

Transient animal discomfort and mild to moderate injection site swelling may be seen in cattle treated with ZACTRAN.

## EFFECTIVENESS

The effectiveness of ZACTRAN for the treatment of BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* was demonstrated in a field study conducted at four geographic locations in the United States. A total of 497 cattle exhibiting clinical signs of BRD were enrolled in the study. Cattle were administered ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline as a subcutaneous injection once on Day 0. Cattle were observed daily for clinical signs of BRD and were evaluated for clinical success on Day 10. The percentage of successes in cattle treated with ZACTRAN (58%) was statistically significantly higher ( $p < 0.05$ ) than the percentage of successes in the cattle treated with saline (19%).

The effectiveness of ZACTRAN for the treatment of BRD associated with *M. bovis* was demonstrated independently at two U.S. study sites. A total of 502 cattle exhibiting clinical signs of BRD were enrolled in the studies. Cattle were administered ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline as a subcutaneous injection once on Day 0. At each site, the percentage of successes in cattle treated with ZACTRAN on Day 10 was statistically significantly higher than the percentage of successes in the cattle treated with saline (74.4% vs. 24% [ $p < 0.001$ ], and 67.4% vs. 46.2% [ $p = 0.002$ ]). In addition, in the group of calves treated with gamithromycin that were confirmed positive for *M. bovis* (pre-treatment nasopharyngeal swabs), there were more calves at each site (45 of 57 calves, and 5 of 6 calves) classified as successes than as failures.

The effectiveness of ZACTRAN for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida* was demonstrated in two independent studies conducted in the United States. A total of 467 crossbred beef cattle at high risk of developing BRD were enrolled in the study. ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline was administered as a single subcutaneous injection within one day after arrival. Cattle were observed daily for clinical signs of BRD and were evaluated for clinical success on Day 10 post-treatment. In each of the two studies, the percentage of successes in the cattle treated with ZACTRAN (86% and 78%) was statistically significantly higher ( $p = 0.0019$  and  $p = 0.0016$ ) than the percentage of successes in the cattle treated with saline (36% and 58%).

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by Amy Ryan

# Winning on dairy judging's biggest stage

**P**ARTICIPATING in the World Dairy Expo cattle judging contest is a goal for many young judges . . . one that takes dedication, excellent time management skills and a drive to excel as a team. The three top individuals from last year's National 4-H, Post-Secondary and Intercollegiate Judging Contests share their experiences and what sorted them to the top at the highest contest in the nation.

## Passion sparked as youth

All three participants have taken a unique journey to achieve excellence at these national contests.

**Mandi Ramsburg**, the top individual in the **National Intercollegiate Dairy Cattle Judging Contest**, grew up in Walkersville, Md., where her family milked around 50 Holsteins cows. While those cows have since been sold and their land is now rented for cropping purposes, Ramsburg does have a few Holsteins and Ayrshires housed nearby.



Ramsburg

She entered the world of dairy cattle judging a bit later than some, beginning at age 14. But she did have judging experience. "I started judging dairy goats at 10, and they were my main project until cows," Ramsburg says. "In my first senior competition, I was an alternate for my county at state, where I competed as an individual and finished in the top 20."

Since she doesn't live on a farm, Ramsburg was looking for other ways to spur her involvement and feed her passion for the dairy industry. She credits dairy judging with doing just that.

"Dairy judging has given me invaluable networking opportunities with peers and other dairy producers," Ramsburg says. "When I fell short of my goal to represent Maryland in the National 4-H Dairy Judging Contest at WDE by one point, I set a goal to do it in some other capacity."

Therefore, when looking at colleges, she wisely chose a school with a judging program to help her meet that goal — Virginia Tech.



Telgmann

The journey for the winner of the 2013 **Post-Secondary Judging Contest** begins in Strasburg, Ill., where her family are fourth-generation dairy farmers milking 60 Holsteins. **Jessica Telgmann** enjoys working with her parents on Char-La-Don Dairy Farm and has been showing

The author farms with her husband and his parents at Ryan-Vu Holsteins, an 80-cow dairy in Fond du Lac, Wis.

cattle since she was 3 years old.

Her judging career began at the age of 8, and since then the competitive spirit of judging has been in her blood. She has judged numerous 4-H contests throughout the years, and last year was not her first trip to a World Dairy Expo judging contest. She was a member of the 4-H team that represented Illinois in the 2012 National Dairy Judging Contest.

"I was hooked after my first dairy judging experience," Telgmann says. "I met my Kaskaskia College coach, Aaron Heinzmann, at a judging contest when I was a freshman in high school. He mentioned a scholarship available for those interested in judging at the college. I applied and was offered this scholarship my senior year and have enjoyed being a part of the team."

**Trent Dado**, the top individual in the **National 4-H Dairy Judging Contest** last year, hails from Amery, Wis. While his first competition



Dado

was at age 8, he became involved in judging by going to practices with his older brother and sister when he was even younger. He is currently a senior in high school and is active in various organizations both in school and the industry. He also plays an active role in his family's 450-cow dairy operation, Four-Hands Holsteins.

"At a young age, I saw my siblings, cousins and friends participating in judging, and I wanted to be just like them," says Dado. "My third year on the junior judging team I won the contest, and from that moment I knew judging was for me. I like the winning feeling and being able to separate good cows from the bad."

## Paving the road to WDE

In addition to vigorous practice schedules through the years, all three individuals have competed at numerous contests. Ramsburg judged the Maryland State 4-H Contest, and in 2008 she represented the state at the North American International Livestock Exposition,

where her team was third overall and won reasons.

Along with judging at the WDE National 4-H Dairy Judging Contest last year, Telgmann has judged various contests throughout Illinois as well as the State Fair contest. More recently, as part of the Kaskaskia College team, she and her teammates competed at the Texas Stock Show in Fort Worth, placing second among two- and four-year college competitors. The same team also judged at Harrisburg prior to WDE and NAILE.

Dado has been active on both the 4-H and FFA judging teams which have taken him to national contests in both organizations. Furthermore, the team on which he competed in the National FFA Judging Contest placed second, which earned him and his teammates a trip to Scotland to judge the Highland Show in the summer of 2013.

## Life-long memories and skills

With time invested practicing on the farm and for those few moments on the colored shavings, all three winners have memorable experiences to share and credit dairy judging with helping them develop invaluable skills.

In addition to the close bond that she has developed with her teammates, Telgmann enjoys going to different farms to see the caliber of cows in other farmers' barns. Among other things, she has learned that making judging fun usually produces the best results and the importance of respecting other people's opinions.

Ramsburg shares a couple specific experiences. "When I competed in the Louisville contest in 2008, our team of female judges really clicked, and we had two great coaches who helped me realize my full potential," she says. "I had a similar experience on the WDE team. I worked with three exceptional female judges — we saw cattle the same way and really worked well together."

She also credits judging with teaching her the value of making difficult decisions, developing her public speaking skills and building self confidence. Ultimately, she feels



**WHILE RAMSBURG, TELGMANN AND DADO INDIVIDUALLY ROSE TO THE TOP** of the three World Dairy Expo Dairy Judging Contests last year, they are all quick to credit their team, coaches, mentors and family with helping them get there. Each invested countless hours honing their skills, both visual and verbal, for their few moments on the colored shavings.

it has helped mold her into the person she has become today.

One thing that Dado feels he has learned is how to be a part of a team — win or lose. “You win as a team, and you lose as a team, so you need to rely on yourself and your team members to pull your weight,” Dado states. “You also learn that patience and focus are a big part of helping you do your best. The speaking skills and confidence that come from this competition are unmatched.”

Their success isn't without a time commitment, though. Most of the practices start in late spring with either classes or on-farm workouts and continue into the late fall. For about six months, many hours are spent judging and reciting reasons.

They all agree that it is important to understand how to best manage their time between school activities, classes and judging involvement. More specifically, they say finding a happy medium between activities and class work as well as keeping the lines of communication open with all individuals regarding practice schedules and commitments is crucial.

### Preparing for success

“For me, it was about perseverance. I had a couple of hard contests leading up to World Dairy Expo and had many conversations with my dad and coach,” says Telgmann. “I got a good night's rest before the contest and tried not to worry as much about what would happen the next day. I just went in with the philosophy to make it fun while still doing a good job.”

Ramsburg's philosophy was quite similar. “There were many ups and downs during the season, and I knew I needed to take advice and not be discouraged. I tried to stay relaxed and remind myself of my journey to get here. That strategy, along with remembering quotes from those who had supported me along the way, helped keep me focused on the contest.”

Dado credits practice, repetition and coaching as keys to being successful. “We have great coaches who have taught us what to look for and how to best prepare for this competition,” he says. “Their coaching, along with the confidence I've gained through the years, helped me reach this point.”

### The power of networking

Beyond the opportunity to see quality cattle, they all were quick to mention the networking opportunities judging presents. Dado says, “Dairy judging offers a great way to meet new people, namely those from all around the country who share your interests.”

Telgmann adds, “Being around others who enjoy judging and are also involved in the industry provides great networking opportunities. Not only do you get to learn about other people's farm while judging, you meet new individuals and learn from them.”

Judging has had a big influence on Ramsburg's life as well. “Whether you are first or 31st in a contest, that experience impacts you in

some way, and you benefit from it,” she says. “It is also a good resume booster and, of course, it fosters networking by getting your name out in the industry and connecting with those who share your interests.”

### Reaping the rewards

Ramsburg, Telgmann and Dado all consider themselves fortunate to have competed and done well at the World Dairy Expo contests. They offer up the following advice to younger competitors.

Ramsburg says that being part of a judging team develops rela-

tionships and opens doors in many ways. “As part of a judging team, you get close to your teammates and other dairy producers,” Ramsburg says. “Keep your eye on the outcome, and remember it takes baby steps to get there. Judging can make you a strong person and give you a sense of belonging in this industry no matter what your background.”

Becoming a close team and developing confidence come to the top for Telgmann. “Your teammates become your family, and those relationships are priceless,” she says. “Don't be afraid to take advice from coaches,

teammates and others willing to offer it. Winning a national contest is a once in a lifetime experience, and anything that can help you build confidence along the way is important.”

Dado also cites his team, advice and having fun as assets in his journey. “Judging can be challenging, but if you have fun and aren't afraid to ask for advice, the experience is so much better. I could not have accomplished this without my teammates, and it was a blessing for me that I saw the cattle and used all the skills I've acquired along the way to the best of my ability.” III



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<sup>1</sup> Based on Manufacturers' Suggested Retail Price.

<sup>2</sup> Sifferman RL, Wolff WA, Holste JE, et al. Field efficacy evaluation of gamithromycin for treatment of bovine respiratory disease in cattle at feedlots. *Intern J Appl Res Vet Med.* 2011;9(2):171-180.

<sup>3</sup> ZACTRAN product label.

<sup>4</sup> Van Der Fels-Klerx HJ, Martin SW, Nielsen M, Huime RBM. Effects on productivity and risk factors of Bovine Respiratory Disease in dairy heifers; a review for the Netherlands. *Netherlands Journal of Agricultural Science.* 2002;50:27-28.

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1. Ref. #1763. 10lb Executive Summary. Elanco Animal Health, Data on File.
2. Elanco Animal Health, Data on File.

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# Heisner chosen as Guest of Honor

NATIONAL Dairy Shrine (NDS) is an organization that is dedicated to the promotion and preservation of the dairy industry. This could also be a personal mission statement for this year's Guest of Honor, **Bernard (Bernie) Heisner**. Heisner, a passionate dairy advocate, has spent his career promoting, encouraging, supporting and preserving the industry.



Heisner

His energy and commitment to organizations like NDS have helped them thrive. "His leadership, perspective and commitment to National Dairy Shrine have been both as an NDS leader and behind the scenes supporter," says Bonnie Ayars, past NDS board member and dairy program assistant at The Ohio State University.

"Heisner's service to NDS is exemplary as a board member, president and finance chairman in addition to coordinating the 50th anniversary celebration. Although our roots run deep in tradition, it is of no value unless leaders, such as Bernie, strive to preserve the 'rest of our stories,'" she continues.

Heisner spent 20 years serving dairy producers as general manager of COBA/Select Sires, Inc., Columbus, Ohio. During his tenure, the Select Sires' member cooperative experienced tremendous growth and prosperity. Heisner used his position, influence, passion and leadership to further enhance the dairy industry not only in the territory that COBA serves but nationwide. Additionally, Heisner actively served on the Ohio Dairy Producers Association, Ohio Purebred Dairy Cattle Association, Ohio Livestock Coalition, Ohio Holstein Association, Ohio Cattleman's Association, and the Hilliard (Ohio) Chamber of Commerce.

He opened up the doors of the COBA facilities to allow national organizations like National Dairy Shrine, Ayrshire Breeders' Association, American Guernsey Association and DHI Cooperative to utilize space to run their organizations more efficiently and facilitate better collaboration of ideas and routine office tasks. Heisner was not only the landlord, he was often the mentor, sounding board, reference person and industry contact for many of these organizations.

However, the group that benefits the most from Heisner's dedication and passion for the dairy industry is undoubtedly the youth. He spent countless hours encouraging, teaching, advising and mentoring young people. He was involved with dairy judging programs in Ohio and Illinois and led teams from both states to strong placings at national contests. Heisner, the National Collegiate Contest high individual in 1970, has continued to mentor and advise many of his students as they have embarked

on successful dairy careers.

This Illinois native grew up on a registered Holstein farm where he learned the value of the dairy cow and the people who serve her. Heisner has the uncanny ability to see the potential in people and get them into the right place to make a difference for themselves and those around them. His staff, fellow board members, committee members and friends have all been

touched by his leadership, gentle and not-so-gentle guidance to better the outcomes for all.

Earlier in his career, Heisner was a member of the Hoard's Dairyman editorial team. He also partnered with the organization to author the book *The Dairy Cow Today*.

Recently retired, Heisner and his wife, Sue, now reside in Fairview Heights, Ill., near their son, daughter-in-law and two grandsons. He

continues to serve the industry on local and state committees promoting a strong and sustainable future for agriculture.

The National Dairy Shrine Awards Banquet will be held in Madison, Wis., Thursday, October 2. For more information about those being recognized by National Dairy Shrine or for tickets to the awards banquet, contact the NDS office at [info@dairyshrine.org](mailto:info@dairyshrine.org). 

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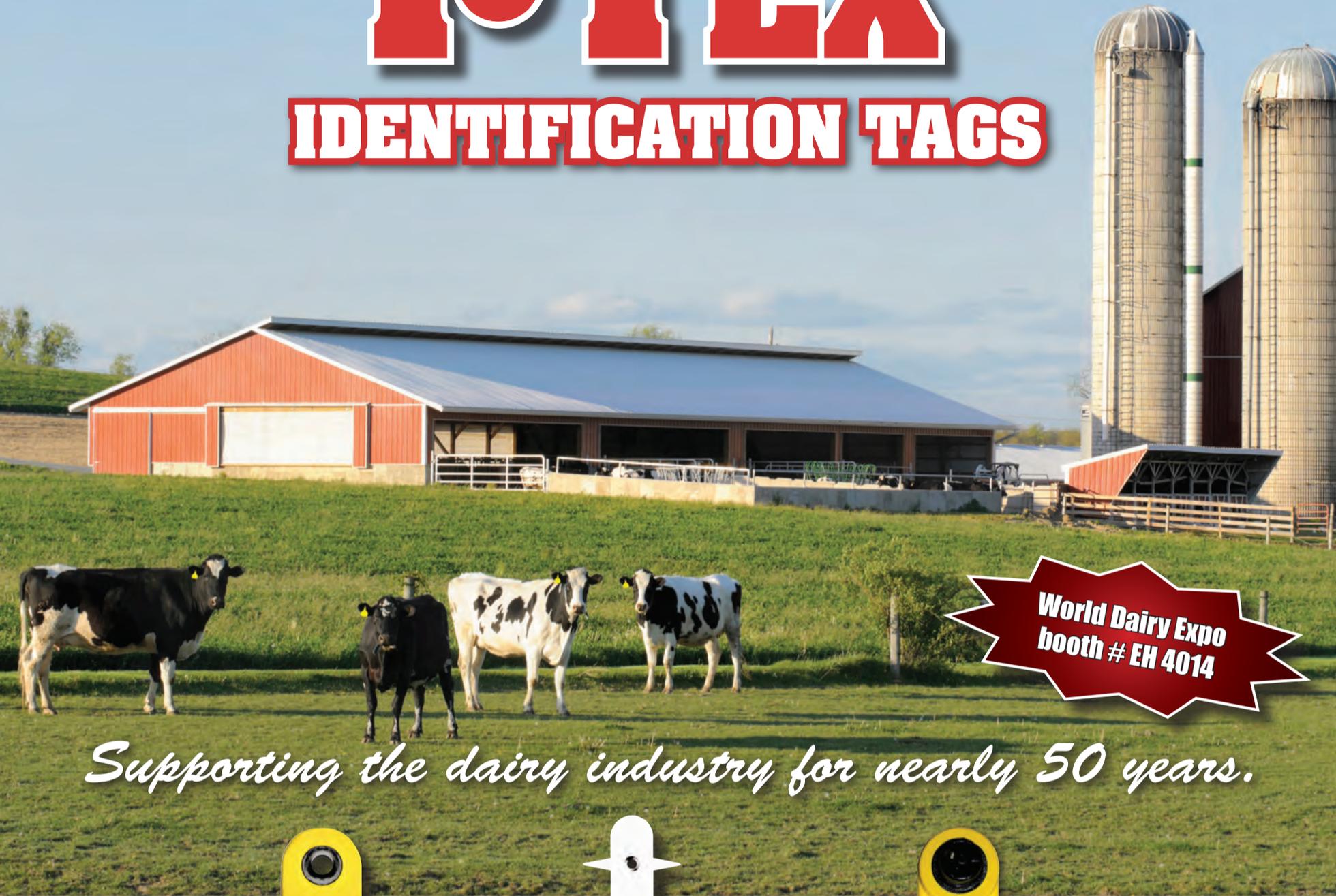
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# Chittendens named Distinguished Breeder

**T**HE Paul Chittenden Family, Dutch Hollow Farm LLC, Scho-dack Landing, N.Y., will be honored as the 42nd recipient of the Distinguished Cattle Breeder Award by National Dairy Shrine. This is the dairy industry's highest honor bestowed to a dairy cattle breeder.

"These folks are truly breeders," stated Richard Smith, Jersey Sire Analyst, ABS Global, Inc. "They appreciate, enjoy and take into account the history of the Jersey breed. The Chittenden family has an astute interest in the breed and seizes each generation as an opportunity for improvement."

Dutch Hollow Farm LLC is not just a farm that has bred outstanding Jerseys. It's a family with a passion for Jerseys and the dairy industry, an ability to breed outstanding cattle, and a desire to provide them with the best care and management to express their potential.

Dutch Hollow Farm is owned by brothers Brian, Alan and Nathan Chittenden and their parents, Paul and Melanie. The third generation of the Chittenden family also lends a hand with the business. Each of the generations currently on the farm have been recognized at the national level for their ability to breed outstanding production-driven cows.

The Dutch Hollow herd consists of 668 registered Jerseys on DHI test and just under 500 replacement heifers. But the dairy's impact on the breed most likely comes from the 90-plus bulls bred by the farm that have entered A.I. service over the past four decades and a handful of young progeny-test bulls earning their first proofs now.

Dutch Hollow Farm has continued the legacy of quality polled genetics established at Paul's home farm, Fair Weather Farm, New Lebanon, N.Y. The breeding philosophy that Paul brought to Dutch Hollow Farm when he set out on his own in 1976 still holds true today. "A cow was put on this earth for one reason — to produce milk. She doesn't have to be ugly to do it, and it is better if she is born without horns."

Of the five Dutch Hollow-bred bulls on the current list of active A.I. Jersey bulls, more than half are naturally polled. One of their

bulls, Dutch Hollow Lexicon, ranks among the top 10 of the breed for GJPI after the April 2014 genetic summaries. The most heavily-used, naturally-polled bull bred by the Chittendens was Dutch Hollow Berretta Choice-P. He has over 2,300 daughters on record and more than 100 registered sons to date.

Though the polled gene is something the Chittendens strive to include in their pedigrees whenever possible, profitability is the primary focus of the breeding program.

Each of the past 14 years, Dutch Hollow Farm has ranked among the top 25 herds in the nation for various measures of production among similar-sized herds. The 2013 AJCA lactation average of 20,846 M, 1,011 F and 719 P on 592 lactations ranks the herd ninth for milk among herds with 300 to 749 cows. Over the past dozen years, 293 members of the milking string produced Honor Roll records and 98 made Hall of Fame records.

Breeding cows that last is another hallmark of the breeding program at Dutch Hollow Farm. The Chittendens have bred 152 Excellent cows and 214 cows with lifetime credits in excess of 100,000 pounds milk and five with more than 200,000 pounds milk lifetime.

One might say the ability to breed quality cattle is in the blood at Dutch Hollow Farm as both the patriarch and matriarch grew up on distinguished registered Jersey farms. Paul was raised on Fair Weather Farm and is the son of the late Jane and Stanley Chittenden, recipient of the Master Breeder Award in 1983. Melanie, the daughter of the late Louis M. Fish Jr., was also raised with registered Jerseys. Her family bred cattle using the LF prefix.

Paul received the AJCA Distinguished Service Award in 2010 for his years of service to the national Jersey organizations, and the farm was recognized in 2012 as AJCA Master Breeders. In June 2014, Alan was elected to the AJCA Board of Directors — the third generation of the family to serve in this capacity. Both his father and grandfather also have served as president of the AJCA. Paul and Melanie received the Young Jersey Breeder Award in 1979. Alan, Donna, Brian and Beth earned the recognition in 2000. **|||**



**THE CHITTENDEN FAMILY** has a long history in the Jersey breed. Shown above (L to R): Paul, Nathan, Alan, Brian and Melanie Chittenden.

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## Pioneers recognized for industry contributions

EVERY year we take time to honor those who have been pioneers within our industry. A true pioneer not only ventures to places unknown, they also leave their stamp on an industry and improve it for future generations. This year, the National Dairy Shrine has the privilege to honor five individuals who have done just that. Each recipient was selected by an anonymous committee, and their portraits will be on display at the National Dairy Museum in Fort Atkinson, Wis.

### First extension specialist

The university extension system is a critical support network to many producers across the country. The dairy extension agent provides valuable information from feeding systems to housing design to support beyond their job descriptions. **Alton Block**, Middleton, Wis., served as Wisconsin's very first dairy extension specialist. As a result of Block's success, this position has been replicated throughout the university system and plays a critical role in the dairy industry to this very day.



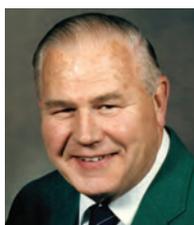
Block

His impact on the industry was not limited to this impressive accomplishment alone. Block played an important role in shaping the A.I. industry. He was critical in the revitalization of Badger Breeders Cooperative, East Central Breeders Cooperative and later the Tri-State Breeders Cooperative. He was a driving force during a period that saw dramatic herd improvement and gains in milk production.

While at Badger Breeders Cooperative, Block developed the use of a mating program that is now the industry standard. Again, he transformed the industry while serving as a farm personnel management specialist, acting as a recruiter for various positions in the dairy industry. His accomplishments are still felt far and wide throughout the A.I. industry.

### Progressed Ayrshire breed

**David Gibson** has a long and storied career in the dairy industry but is most recognized for his accomplishments as executive secretary for the American Ayrshire Association. Under his leadership, the breed became one of the first to recognize the importance of young sire sampling. Although not always popular, he had the courage to stand up and promote the importance of continual genetic progress.



Gibson

As a result, the young sire sampling

program was a resounding success. Gibson also convinced the breeders of the more widespread use of A.I. and to move away from herd bulls. The growth of the Ayrshire breed during his tenure as executive secretary was, without a doubt, a result of his leadership and guidance.

Another one of Gibson's passions, that is not to be overlooked, was his devotion to the development of youth in the industry. He worked to establish a junior show at the national shows and initiated the Ayrshire Outstanding Youth Program that honored young men and women for their work within the breed.

Gibson was also an engaged member of his community in Brandon, Vt. He was selected as Citizen of the Year, served as chairman of the school board and was president of his Rotary Club.

### Took a chance on robots

While **Charles "Pete" Knigge** most likely identifies himself as a dairy farmer and father first, many others believe terms such as life-long learner, industry leader and advocate are also defining characteristics of this Wisconsin dairyman.

Knigge took a leap of faith in 2001 by installing the first robots in the United States after seeing them on a farm tour in the Netherlands. The farm he started with his wife in Omro, Wis. had to expand to accommodate the next generation, and he saw robots as a viable option. While there were many challenges, Knigge persisted and eventually got a pilot program approved on his farm. Today, he runs a successful midsize farm that has laid the groundwork for robots across the country.



Knigge

While bringing robot technology to the United States could be the pinnacle of Knigge's career, he also has contributed to state and national policy. He has given his time on the National Commission on Agriculture Policy serving as chair and vice chair and on the State Agriculture Board in Wisconsin, as a delegate to the Council for Agriculture, Research, Extension and Teaching (CARET), founding sponsor to Professional Dairy Producers of Wisconsin, guest lecturer at UW-Oshkosh, and as a model farm example by Texas A&M that is used by Congress to evaluate the nation's farm economics.

### Built international bridges

Today, everyone understands the importance of a global marketplace for dairy products. One could say **Marlowe Nelson**, Viroqua, Wis., was building international dairy bridges before it was commonplace to do so. Back in the 1950s, Nelson developed a training program for Japanese men to work on dairy

farms and learn about the U.S. dairy industry. This was no small task given that it was shortly after World War II. Still, he developed a very successful training program. Some say this groundwork made it possible for the growth in dairy markets in the Asian Pacific Rim.

A grateful Emperor of Japan awarded Nelson the Grand Cordon of the Order of the Rising Sun Gold Rays. Not only did he do significant work with Japan, the program became a model for other countries like Germany and Holland.



Nelson

His work in the A.I. field is also impressive. The relationships he built through the training program directly led to developing A.I. programs in Japan, Germany, Holland and other foreign countries. As a result, American genetics became available across the globe. Nelson did not just focus on the international aspect of the dairy industry; he has a storied career with the United States A.I. industry as well. He co-founded International Protein Sires which still thrives in a highly competitive A.I. industry. His fingerprints can be found all over the global marketplace.

### Multi-breed leader

**Russell Wirt**, Rochester, Minn., is not only a farmer who can boast three generations supported by the operation he started, he also has a legacy that spans across breed associations. And above all else, he has a leadership style and personal integrity that is a model for the younger generation and more seasoned dairy professionals alike around the country.



Wirt

Wirt is well known in the Guernsey breed. He served as the president and director of the association as well as a classifier and has judged shows from coast to coast and internationally. Wirt is also well-established in the Holstein Association. His herd transitioned from Guernseys to Holsteins when he saw greater profitability prospects which were necessary when his three sons joined the operation. This transition, while not an easy decision, has been made with great success. His Holstein herd now averages over 30,000 pounds of milk.

In addition, Wirt also served his state in various capacities: president and director of the Minnesota Board of Animal Health, adviser for the University of Minnesota, director of Minnesota DHIA, delegate for the Minnesota Purebred Dairy Cattle Association, 4-H and FFA leader, and Farm Bureau member. ■



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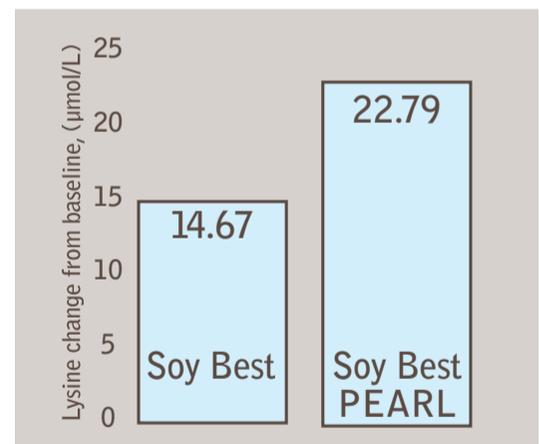


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## Bush, Sentelle Kildee recipients

**H**AYDEN Bush and Jessica Sentelle have been chosen as this year's recipients of National Dairy Shrine Kildee Scholarships. The Kildee Scholarship was started in honor of H.H. Kildee, dean emeritus at Iowa State University. The scholarships, one for a student pursuing graduate studies and the other awarded to an undergraduate, are given to exceptional students in his name.

Receiving the graduate studies scholarship is **Hayden Bush** of Tillamook, Ore. Bush is pursuing a master's degree in agricultural education at Oregon State University in order to honor his two passions, dairy and education. He completed his undergraduate degree at Oregon State University in agricultural sciences with a minor in animal sciences.



**Bush**

Bush has been incredibly active at school through dairy club, collegiate FFA, Agriculture Education Club and in other organizations such as Oregon Jersey Cattle Club and Agriculture in the Classroom. He also has excelled in dairy judging, consistently placing at the top individually, as a team and in reasons. Bush placed sixth individually in the 2013 National Intercollegiate Contest at World Dairy Expo.

In addition to being active in organizations and dairy judging, Bush took a lead role in managing the Oregon State University dairy, where he is working to develop an intensive grazing system for the herd. He would like to return home to the family farm, Gypo Jerseys, after gaining experience in the agriculture education field.

**Jessica Sentelle**, Jefferson, Md., is the recipient of the undergraduate studies scholarship. Sentelle is currently a dairy science and agribusiness management major at Virginia Tech, with future plans to work in agricultural lending and consulting.



**Sentelle**

She grew up on Aldale Farm where she worked with her Holstein and Jersey calves, halter-breaking, feeding and caring for them.

Through her involvement in 4-H, Sentelle has excelled in dairy judging contests, placing fifth in the individual contest in 2010. That same year, she was third in the Big "E" FFA contest and has consistently placed in the top 15 in other contests, including World Dairy Expo.

At Virginia Tech, Sentelle is very active in dairy club, the American Dairy Science Association-Student Affiliate Division and tap ensemble. She recently interned on Silver Spoon Farm in New York. 



## Core scholarships awarded

THE National Dairy Shrine recently awarded the 2014 Maurice Core Scholarships. Each of the \$1,000 awards are given in honor of Maurice Core, the long-time executive secretary of the American Jersey Cattle Association and executive director of the National Dairy Shrine. The scholarship is awarded to a freshman student working toward a degree in dairy or a related field.

**Sydney Endres**, Lodi, Wis., just finished her first year at the University of Wisconsin-Madison. Pursuing a degree in dairy science and life sciences communication, Endres dedicates much of her time to the dairy club, the Association of Women in Agriculture, and National Agri-Marketing Association. Prior to attending Madison, Endres was active serving as the Wisconsin Jersey Princess and on the FFA Officer team.



Endres

After graduation, Endres plans to take her ag advocacy to the next level by becoming more involved with agro-tourism on her family's farm.

**Amber Gabel** recently completed her first year at Pennsylvania State University where she is pursuing a degree in animal science. On campus, the Newport, Pa., native is active in many dairy club activities, including the Pennsylvania Junior Dairy Show and the Fall Classic Holstein Sale.



Gabel

Prior to attending Pennsylvania State, she held several leadership positions in 4-H, FFA and Junior Holstein. Upon graduation, Gabel intends

to become a veterinarian, specializing in cattle genetics, and return to the family farm, where she plans to breed cattle that excel in the milking parlor and show ring.

**Johanna Knorr**, Pelican Rapids, Minn., recently completed her first year at the University of Minnesota where she is double majoring in animal science and applied economics. Knorr is very involved on campus with the Gopher Dairy Club, the Beta of Clovia Sorority and Collegiate Ambassadors.



Knorr

During high school, Knorr was very active in FFA and 4-H, on the local, county and state level. Upon graduation, Knorr plans to bring all her interests together by using her skills in communication and interest in policy while still remaining active in her family's farm operation. ■

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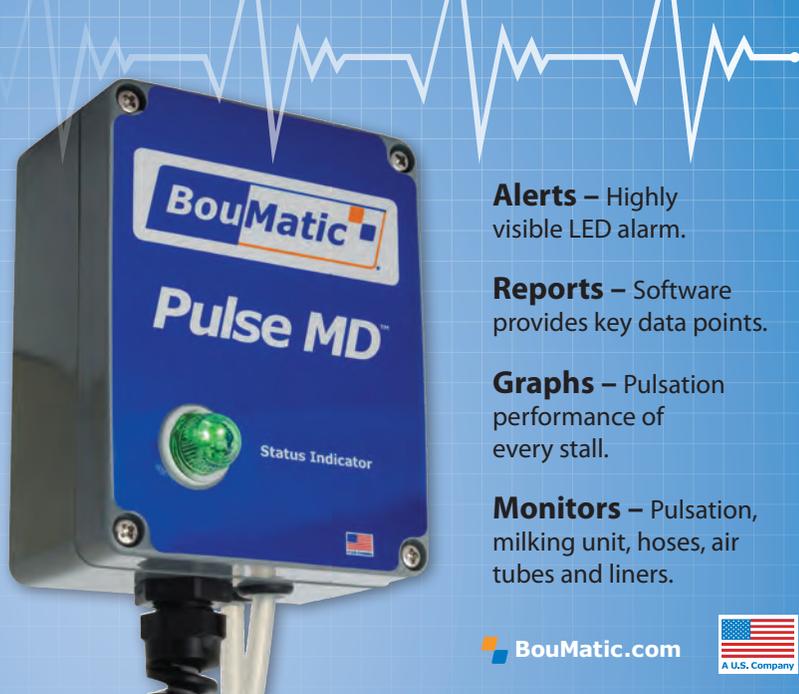
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## Taking a global approach

by Hoard's Dairyman staff

YOU cannot make it across the World Dairy Expo grounds without seeing the lapel pins and red ribbons denoting international guests. And for some companies at Expo, those red ribbons are like homing devices for potential customers. These companies cater to international visitors due to their ability to import and export U.S. business, desire to tour U.S. farms and points of interest, or even learn more about how American farms operate from a business and technical aspect.

### A foreign affair

One such company should be no surprise, based on its name: The Global Cow. The Brattleboro, Vt., based company was founded and is operated by Jill Stahl Tyler, a former Holstein Association USA international marketing director who spun off her own company in 1993. With a degree in agricultural communications and Spanish from the University of Illinois, Stahl Tyler also studied in Spain and traveled through Western Europe and worked in South America before taking her professional roles.

"We work to connect agriculture around the world," said Stahl Tyler, originally a northern Illinois dairy farm girl herself. "If someone is in Uganda and wants to visit a farm in Peru, we've helped them do that. Likewise, if a farmer in the United States is thinking about how farms work in Ecuador, we've done that."

The Global Cow also takes groups on organized U.S. farm tours, including one that features World Dairy Expo as a central component. This eliminates the need for international guests to find their own transportation and hotel accommodations.

But for Expo specifically, Stahl Tyler sees it as more of a reunion than just a business decision — although it is vital to her business.

"I've been to World Dairy Expo for all but two years of my life. One time I missed due to giving birth to my child on the Sunday after Expo, and the other year I was living abroad," she said.

The event allows her to reconnect with friends, both foreign and domestic. And while she enjoys the

camaraderie, she feels the exposure leads to future business, even if it isn't booked at the show. Three years ago The Global Cow added a second booth space in the Exhibition Hall, in addition to their booth on the stairway to the International Lounge.

"I was amazed by the number of people who said, 'We've never been to the International Lounge,' so they never found my booth," Stahl Tyler noted.

A big draw at The Global Cow's International Lounge booth is a world map, which receives contributions from virtually all the countries represented at Expo. Since Stahl Tyler is fluent in English, Spanish and Portuguese, she has no problem talking to almost all guests. If there is a language barrier, she can often pull in another international guest from the lounge to break it down. She notes that international guests are generally ready to try to interact, and others are very accommodating.

### Shipping out

But people are not the only species crossing international borders. TK Exports and TKE Agritech Services, Inc., exported more dairy and beef replacement heifers than anyone else in 2013.

The livestock export and technical support company typically sends animals to emerging markets in Eastern Europe and Asia. They bring in guests, including key technical staff interested in building and expanding commercial dairy or beef operations.

To help accommodate their diverse clientele, Gerardo Quaassdorff, D.V.M., a dairy adviser for the Culpepper, Va., based company, says they first follow World Dairy Expo guidelines for hotels and local restaurants. "But we adjust the needs of guests according to their culture and/or religious preference."

"Many of our guests are interested in attending classes through the University of Wisconsin's Babcock Institute short courses and other seminars. Our guests spend 90 to 95 percent of their time visiting company booths or touring area farms. They spend less than 5 percent of their time watching the show," Quaassdorff added. ■



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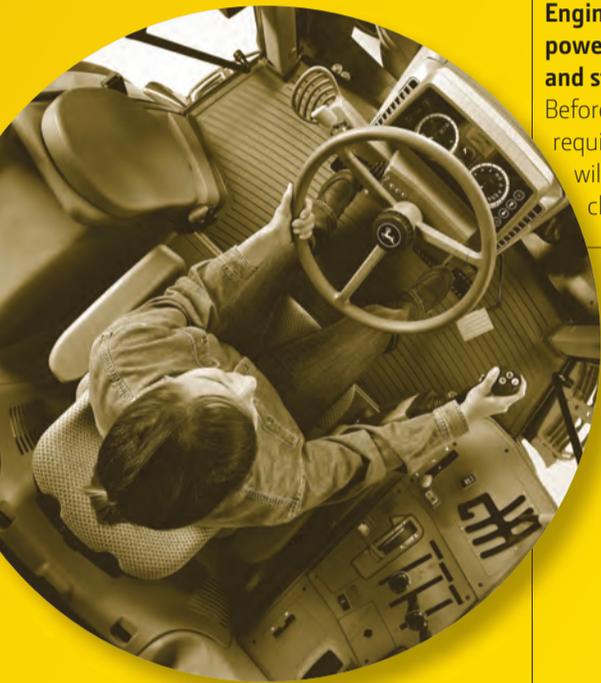
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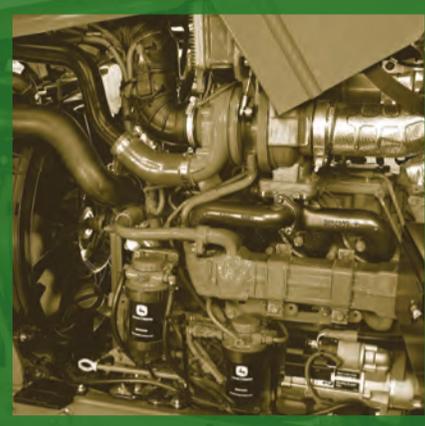
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**JOHN DEERE**



by Laura Moser

# A herd known round the world

**W**ALKING the barn aisles at World Dairy Expo, visitors see the most elite cattle in the world; cows known on a first-name basis by those who follow the breeding and marketing of registered animals. Cows worth staggering amounts of money competing for the coveted title of Supreme Champion. Finding the right team to take care of and present these cows at their best is key to a successful week in Madison.

The individuals tasked with caring for the cows are also known around the barns on a first-name basis, and, in many cases, they have a long history of successful turns in the show ring. And just like a top cow is named each year, so is the top showman, with the presentation of the Klussendorf trophy.

At the 2013 World Dairy Expo, the 72nd Klussendorf trophy was presented to Wayne Conard of Sharon Springs, N.Y. Conard, a successful breeder in his own right, has been on the strap of champions at many shows, including the All-American Show in Harrisburg and World Dairy Expo. Most recently, this included the Champion Brown Swiss Cutting Edge B Gretchen, exhibited by Elite Dairy. He has also managed show strings and sale crews for Hanover Hill, Top Acres and the Backus organization.

While Conard is well known for his ability on the lead strap and care in the barn, it is his eye for good cattle that his reputation is built on. As the only known Holstein breeder

to successfully develop three generations of 95-point Excellent cows, Conard knows how to spot a good cow and, more importantly, how to develop her. Under his management, his family's Ridgedale Farm has become one of the top herds in the country based on classifications.

Today, his 100-cow registered Holstein herd in New York boasts 60 Excellent cows, six scoring 95 or 96 points.

"We breed for the true-type model cow," Conard says. "We like to incorporate new technologies and adapt where we need to, but we don't get caught up in the hype of new ideas. We incorporate some genomics where it fits, but we still focus on what will make a good true-type cow."

## Excelled from the beginning

Like many breeders today, Conard's first time in the show ring was at the county fair. His love for good cattle and showing was instilled in him by his parents. His dad was involved with registered Holsteins, and his mom grew up raising Guernseys. As a family, they developed the Ridgedale Herd. Conard took to cattle showing early and received several awards as a youth, including the New York State Master Showman Award.

In 1992, he won the Klussendorf-MacKenzie award with his late brother, Willis. It was Willis who led the way for Wayne to work for other breeders. Willis left the family farm in 1978 to work for Hanover Hill Holsteins, and when he needed extra help for a show or sale, he would call on Conard.



**FROM A YOUNG AGE, CONARD (CENTER) HAS EXCELLED** on the halter and made a name for himself in the show barn. He readily credits those, such as Peter Heffering and Wayne Sliker, who enabled him to gain national exposure. Flanking Conard are Ken Empey (L) and Bert Stewart (R).

"It was through people like Peter Heffering and Wayne Sliker that I got exposure to the national shows, and I learned so much from them," Conard says. "But I still had the home farm to take care of, so I never worked full time for other people. I like working with my cows. I guess I am just a farmer at heart."

Conard uses the marketing skills learned from people like Horace Backus to sell Ridgedale's genetics all over the world. Ridgedale has held four public auctions on the farm within the past decade grossing nearly \$2 million in addition to consigning to high-profile sales and executing private treaty sales.

In his sale catalog, Conard noted that, over the past 12 years, Ridgedale has sold over 720 bulls, including

some widely used bulls at studs, with the potential to generate thousands of pregnancies. That potential impact on the breed is something Conard acknowledges with a sense of pride.

"Our story is about so much more than bulls. Over time, we have sold groups of females in New York, Wisconsin and Pennsylvania. We have sold private treaty to Argentina, Australia, Brazil, Canada, Chile, China, Costa Rica, Dominican Republic, Germany, Mexico and Switzerland. Over the past 15 years, we have sold over 500 females and countless embryos. Amazing, for a little 90-cow farm," he says.

## Creating opportunities

Knowing the vast amount of knowledge he learned from others at a young age, Conard looks for opportunities to help young people in the dairy industry.

"I like to help young people who are just getting started in the business," Conard says. "Giving them a calf to show or something to give them a break — to get them on their feet in this business."

There is one young person Conard is particularly proud of, his son Cy. Cy, who is closely following in the family footsteps, was the 2012 Merle Howard winner at World Dairy Expo for his work in the show ring. He has also won showmanship and fitting contests at Expo. Cy will be completing the UW-Madison Short Course in dairy this year before returning to work on the home farm.

The Klussendorf trophy is the highest recognition given to a dairy cattle showman in the United States. The award is in memory of Arthur B. Klussendorf, considered to be the outstanding showman of his time and a model for all those who have followed him. The recipient of the trophy is selected by a panel of past Klussendorf winners.

"It is very humbling to have people think of you in this regard," Conard says. "No one ever expects to be the one called — it is an honor to receive this award." ■

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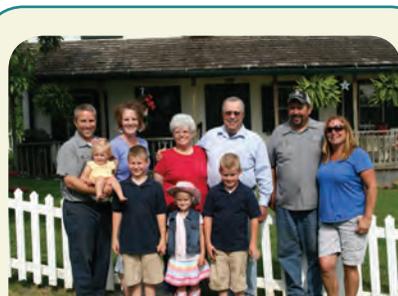
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by Maggie Seiler

# Langmaids named 2014 McKown Master Breeder

SCOTT and Laurie Langmaid of Danville, Vt., have been selected by the Klussendorf Association as the sixth recipient of the Robert "Whitey" McKown Master Breeder Award. This award recognizes a well-managed breeder herd that has been successful

The author is the 2014 *Hoard's Dairyman* Editorial Intern and a senior at Kansas State University.

at showing and judging and emphasizes all qualities of the Klussendorf Award, including ability, character, endeavor and sportsmanship.

Scott and Laurie, along with their sons Ross, Bradley and Trevor, operate Vermont Pond View Farm. Scott grew up at Vermont Pond View Farm helping his father, Hugh, build a genetic base that has produced 170

Excellent cows since 1964. They have bred four Excellent 95-point cows and six Excellent 94-point cows.

The farm has been in Scott's family for six generations and more than 200 years. In 2001, Scott and Laurie took over the dairy and have continued to grow the recognition of the herd.

The tradition of excellence runs deep in the cow families that the

Langmaids develop. Several of the more prominent cows that wear the VT-Pond-View prefix (short for Vermont Pond View) come from lines that date back to cow families purchased by Hugh. This includes VT-Pond-View Round Oak Sue, EX-94, whose line produced two Excellent 95-point cows, and VT-Pond-View Charisma-ET, EX-95, whose line produced three Excellent 94-point cows. The Swampy Hollow Elevation Sweet, EX-92, 3E cow family also has played a large role in the herd.

Twin-Wind TC Broker Lass, EX-95 was the foundation cow of another of the more prominent breeding lines on the farm. The cow was purchased by the Langmaids in 1990 and has left her mark by producing nine Excellent daughters and several Excellent granddaughters.

In 2011, VT-Pond-View Goldwyn Libby-ET, the granddaughter of Lass, was recognized as the Unanimous All American and All Canadian Spring Yearling winning the spring yearling class and junior champion honors at the Royal Winter Fair, New York State Fair and Maryland State Fair. The family has also earned All American Best Three Females in 1991. That same year they earned Reserve All American Produce of Dam, an honor they repeated in 1994.

The family stays busy on the farm and has been unable to do much showing in the last several years, but they have a strong history at the Northeast Fall National Show recording five premier breeder awards and two premier exhibitor titles. The farm has also exhibited many years at the Vermont State Show winning premier breeder six times and premier exhibitor five times. They have also laid claim to premier breeder or exhibitor titles at the All American Dairy Show, Mideast Fall National and New York State Fair.

A dedication to breeding and developing good cow families alongside the pond in northeastern Vermont has earned the Langmaids the honor of being named the 2014 McKown Master Breeder. 🍷

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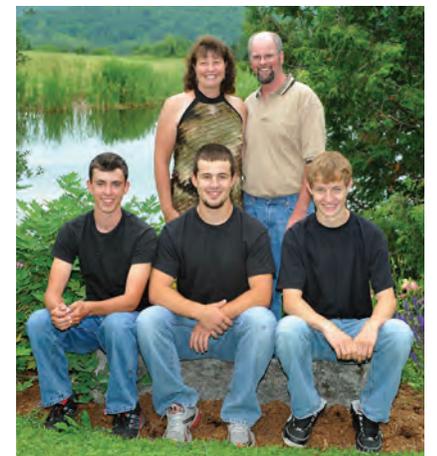
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**BUILDING ON TRADITION AND STRONG COW FAMILIES.** Scott and Laurie Langmaid, along with their three sons, pictured from left to right, Bradley, Ross and Trevor, continue to breed outstanding females at Vermont Pond View Farm.

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<sup>1</sup>Based on 2 doses per calf at retail price Jeffers Livestock accessed 7/8/14. <sup>2</sup>Beckett J. Efficacy of pour-on dewormers differing in active ingredient and carrier on weight gain and fecal egg count in stocker beef cattle. College of Agriculture, Cal Poly State University. <sup>3</sup>Based on FOI summaries and label claims.



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# HOARD'S DAIRYMAN

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## Education and communication scholarships awarded

THE National Dairy Shrine (NDS) and Dairy Management Inc. (DMI) are pleased to announce that \$8,500 in scholarships have been awarded to college students in education, communication or related fields. The NDS/DMI scholarships encourage students to pursue careers in dairy communication or education. One \$1,500 scholarship and seven \$1,000 scholarships were awarded.

**Rebecca Groos**, an agricultural education, leadership and communications major, with minors in mass communications and applied economics at the University of Minnesota, received the \$1,500 scholarship. Groos is a member of the Gopher Dairy Club, the collegiate dairy judging team and serves as a counselor for the Gopher Dairy Camp. She was involved with the National Agri-Marketing Association, Agricultural Education Club, University of Minnesota FFA Alumni Chapter and the Minnesota Junior Holstein Association. She is considering attending graduate school for agricultural communications and would like to pursue a career in communications, public relations or marketing in the dairy industry.

**Heather Hunt** attends Cornell University and has an animal science major and business minor. Hunt is a member of the Dairy Science Club, an experience that included traveling to Italy and Germany to learn about those countries' dairy management, milk production and agricultural engineering technologies. She joined the New York Collegiate Farm Bureau Club and served as chairman of public relations. This past semester she studied abroad at the University College Dublin to expand her knowledge of international agriculture, specifically products and marketing. Her professional goal is to work in a communications or marketing job with an agricultural organization.

**Abby Mills** studies animal science with a dairy production emphasis at the University of Minnesota. Mills is involved with the Gopher Dairy Club, in addition to Delta Theta Sigma Little Sisters, CFANS Mentor Program and the Minnesota Milk Producers Association Dairy Connections Program. She manages calf health and identification records on her family's farm and oversees the DairyComp 305 software program that improves their herd's breeding program and calf management statistics. She has an interest in using her hands-on agricultural experience and college education to help developing countries improve their farming practices.

**Hayley Potts**, a food science and technology major at Virginia Tech, is a member of the Virginia Tech Dairy Club and has been involved with the university's dairy show-



case sale, undergraduate research, product development team and food science club. Her interest in food science was sparked by an internship at a dairy farm that produces artisan cheese. Upon graduation, she wishes to attend a graduate school that has a strong food science program and a dairy creamery. Her professional goal is to work on the processing side of the industry in product research and development.

**Katie Schmitt** studies animal science and communications at the University of Minnesota. Schmitt has been a member of the Gopher Dairy Club since her freshman year and also is involved with the Agricultural Education Club, serving as co-chair of the organization's Ag Awareness Day. The event brings animals, industry leaders and student volunteers to Minneapolis to improve awareness of the role agriculture plays in consumers' lives. Outside of school, she is involved with the Minnesota Junior Holstein Association and has been elected to serve as president this year. She would like to work in agriculture communications upon graduation.

**Mariah Schmitt** attends Iowa State University to study dairy science and public service and administration in agriculture. Schmitt participated in the Iowa State University study abroad program, studying agriculture production systems in France and Italy. She's also been a member of the dairy science club, Sigma Alpha professional agricultural sorority, Block and Bridle Club, and the Public Service and Administration Agriculture Club. She currently is serving as the Iowa Dairy Princess and travels to schools and other venues to educate consumers about dairy. Upon her graduation in 2017, she would like to find a job where she can help the dairy industry become more efficient, profitable and stronger for future generations.

**Emily Selner**, University of Wisconsin-Madison, studies life sciences communication and applied economics. Selner is involved with the Association of Women in Agriculture organization, in addition to Collegiate Farm Bureau and Badger Dairy Club. She also serves as a College of Ag and Life Sciences Campus Ambassador. Since enrolling in college, she has served as a volunteer with the Ag in the Classroom program, working to educate elementary school students about agriculture. Upon graduation, she hopes to attend law school with a goal of working in agricultural and dairy policy.

**Margaret Stiles** attends South Dakota State University for dairy production and speech communication. Stiles has been involved with the South Dakota State University Dairy Club, plus the dairy cattle judging team and Sigma Alpha professional agriculture sorority. She also has worked on the staff of the *Dairy Digest*, the dairy club's annual publication. Stiles hopes to use her education and farm experience to obtain a career where she can positively impact the industry. 

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**BRIEF SUMMARY:**

Before using ProstaMate™, please consult the product insert, a summary of which follows:

**CAUTION:** Federal (USA) law restricts this drug to use by or on the order of licensed veterinarian.

**For intramuscular use for estrus synchronization, treatment of unobserved estrus and pyometra in cattle, and for abortion of feedlot and other non-lactating cattle.**

**DESCRIPTION:** This product contains the naturally occurring prostaglandin F2 alpha (dinoprost). Each mL contains dinoprost tromethamine equivalent to 5 mg dinoprost.

**INDICATIONS:** ProstaMate™ Sterile Solution is indicated as a luteolytic agent. ProstaMate™ is effective only in those cattle having a corpus luteum. Future reproductive performance of animals that are not cycling will be unaffected by injection of ProstaMate™. **For intramuscular use for estrus synchronization in beef cattle and non-lactating dairy heifers.** ProstaMate™ is used to control the timing of estrus and ovulation in estrous cycling cattle that have a corpus luteum. **For intramuscular use for unobserved estrus in lactating dairy cows with a corpus luteum. For intramuscular use for treatment of pyometra in cattle. For intramuscular use for abortion of feedlot and other non-lactating cattle during the first 100 days of gestation.**

**WARNINGS:** Not for human use. Women of childbearing age, asthmatics, and persons with bronchial and other respiratory problems should **exercise extreme caution** when handling this product. Dinoprost tromethamine is readily absorbed through the skin and cause abortion and bronchospasms. Accidental spillage on the skin should be washed off **immediately** with soap and water.

**Residue Warnings:** No milk discard or pre-slaughter withdrawal is required for labeled use in cattle. Use of this product in excess of the approved dose may result in drug residues.

**PRECAUTIONS:** Do not administer intravenously. No vial stopper should be entered more than 20 times. For this reason, the 90 mL bottle should only be used for cattle. Non-steroidal anti-inflammatory drugs may inhibit prostaglandin synthesis; therefore this class of drugs should not be administered concurrently. Do not administer to pregnant cattle, unless abortion is desired. Cattle administered a progestin would be expected to have a reduced response to ProstaMate™ Sterile Solution.

**ADVERSE REACTIONS:** Limited salivation has been reported in some instances.

**SAFETY AND TOXICOLOGY:** In cattle, evaluation was made of clinical observation, clinical chemistry, hematology, urinalysis, organ weights, and gross plus microscopic measurements following treatment with various doses up to 250 mg dinoprost administered twice intramuscularly at a 10 day interval or doses of 25 mg administered daily for 10 days. There was no unequivocal effect of dinoprost on the hematology or clinical chemistry parameters measured. Clinically, a slight transitory increase in heart rate was detected. There was no evidence of toxicological effects. If given to a pregnant cow, it may cause abortion; the dose required for abortion varies considerably with the stage of gestation. Induction of abortion in feedlot cattle at stage of gestation up to 100 days of gestation did not result in dystocia, retained placenta or death of heifers in the field studies. However, induction of parturition or abortion with any exogenous compound may precipitate dystocia, fetal death, retained placenta and/or metritis, especially at latter stages of gestation. For customer service or to obtain product information, including a Material Safety Data Sheet, call 1-800-255-6826.

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by Amy Ryan

# A trip well worth the effort

FOR many reasons, World Dairy Expo is the place where the dairy industry meets every October. Whether it be to see the latest technology, watch some of the world's best cattle compete or simply to meet up with old friends, it is truly an event that dairymen say they can't miss.

## An experience to remember

Norm McNaughton, who farms with his father, John, and son, Mike, at Comrie Farms, just north of London, Ontario, has been making the trip to Madison for close to 30 years. His first trip there in 1985 was quite memorable as he had to the opportunity to work with one of the most well-known Holstein cows of all time — Brookview Tony Charity EX-97.

"In 1985, I had the distinct honor of working the Hanoverhill Dispersal and was asked to continue assisting with the show string throughout the year," says Norm. "I can still remember riding the 18-wheeler into the fairgrounds."

While Norm's first years attending the show focused mostly on working in the cattle barns, namely with the Ontario herd, his role and attendance at Expo has evolved over the years. Today, he serves as the president of the Semex Alliance board of directors and, thus, spends much of his time interacting with dairy producers from around the world. Although he does spend most days meeting with producers to learn about their dairy operations and needs, he also still enjoys walking through the barns and watching the dairy cattle shows where he can catch up with friends.

Randy Gross, Jr., and his wife, Jennifer, are currently the managers at Golden Dakota Farms, LLC, in Elkton, S.D. There, they have 3,000 cows and run around 2,400 acres of corn. While they have lived there for the past 10 years, their journeys to World Dairy Expo began many years before their move.

Jennifer's first trip was 19 years ago with her local FFA Chapter from Wisconsin, while Randy's trips began 21 years ago when he went with the Washington State University dairy cattle judging team. Through the years, they have only missed one year of the event.

"We usually attend for at least three days, and we truly enjoy the opportunity that Expo offers to socialize with people we don't get to see very often," says Jennifer.

As a partner at Hilmar Holsteins, Inc., in Hilmar, Calif., Ryan Matheron owns and operates a 2,000-cow Holstein herd with his father, uncle and brother. He has been traveling to Expo for the past 15 years and, like Jennifer, his first trip came as a teenager where he competed in the FFA judging contest.

The author farms with her husband and his parents at Ryan-Vu Holsteins, an 80-cow dairy in Fond du Lac, Wis.



FROM COAST TO COAST AND COUNTRY TO COUNTRY, dairymen make Expo a part of their yearly routine. Whether it's to see elite cattle and technologies, interact with producers or find strategies to improve their business back home, there is something for everyone in Madison, Wis.



Frank Robinson

"Our high school judging team won the state finals, and we raised enough money for our judging team to travel there and compete," says Ryan. "We also toured and had practices at a variety of farms. It is definitely an experience that I will never forget."

## The "must-sees"

Along with taking in the show, Ryan truly enjoys seeing other producers while in Wisconsin, and for this reason he spends one day of his four-day trip visiting farms in the area. Ryan calls this a highlight of his trip as he gets to learn from his industry peers.

"On our farm visits, we focus on top herds around Madison to see how they operate and, of course, the genetics behind those herds," states Ryan. "Talking to the owners and getting to know them is also very enriching. We like to compare the differences in our operations and see what we can learn from each other."

When looking at specific attractions that are "must-sees" for these producers, two of them mentioned the dairy cattle shows and, more specifically, the International Holstein Show.

"For us, the highlight of our visit is watching the Holstein Show, and our favorite class of the day is the aged cows," Jennifer says. "During the show, we usually sneak away to enjoy one of our favorite foods, the grilled cheese sandwich, and look forward to the conversations we have with people while waiting in line."

Ryan agrees, saying, "The event that I enjoy the most is the Holstein Show. It seems like every year the quality of cattle gracing the colored shavings gets better and better. It is also an experience in itself just walking through the barns to see the cattle and talk to people."

Likewise, the grilled cheese sandwich is a highlight for Norm as he says not only is the sandwich good, but he admires what the students do.

For those who have never attended World Dairy Expo, Norm suggests that they take time to experience as much of it as possible. "My first years there were focused on cows and the show, and now I spend most of my time in the Exhibition Hall interacting with people who do the same thing I do every day. Expo really has something for everyone —

take advantage of your time there to see those things."

"There are many things to do and see there from the trade show, sales, exhibits, cattle shows and farm tours," Ryan adds. "One thing does stand out though — I highly suggest watching the Parade of Champions and the selection of the Supreme Champion of the show. The presentation is second to none."

Ryan continues to say that apart from seeing the cattle and exhibitors, he has also learned a lot from the technology and business aspect of the show, namely technologies that he has implemented on his California dairy farm. These include a rotary milking parlor and the RFID system which he learned about during one of his WDE visits and adopted at their farm.

## A yearly reunion

All three dairymen say that despite the time of year, attending World Dairy Expo is always at the top of their list. For all of them, it's not only about the cattle and the technologies, it's about the connections they have made through the years.

"It is always busy on the farm, and it is no secret that dairying can be challenging," says Jennifer. "We make time because we both find that World Dairy Expo really invigorates us and helps remind us why we do what we do every day. Between watching the show, seeing new technologies and catching up with friends, we really renew our passion for the industry."

Norm adds, "I'll be the first to admit that there are long days and nights before leaving and after returning from Expo, but from my perspective, it is all worth it. The unique part of going to Madison is the great opportunity it presents to meet people. There are so many conversations to be had with old and new friends. I don't go to my high school reunions, I go to Expo for my yearly reunions."

"If you have the opportunity to go, it is a worthwhile experience pertaining to all aspects of the dairy industry," concludes Ryan. "It's all about having a great time while meeting new people, catching up with old friends and sharing our experiences with the industry." ■



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**INDICATIONS:** OvaCyst™ is indicated for the treatment of ovarian follicular cysts in dairy cattle. Ovarian cysts are non-ovulated follicles with incomplete luteinization which result in nymphomania or irregular estrus. Historically, cystic ovaries have responded to an exogenous source of luteinizing hormone (LH) such as human chorionic gonadotropin. OvaCyst™ initiates release of endogenous LH to cause ovulation and luteinization.

**PRECAUTIONS:** Not for use in humans. Keep this and all drugs out of reach of children.

For customer service or to obtain product information, including a Material Safety Data Sheet, call 1-800-255-6826.

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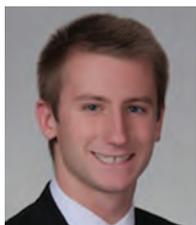
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# Six earn junior merit scholarships

THE National Dairy Shrine is proud to honor six outstanding students with Junior Merit Scholarships. This is the first year the Junior Merit Scholarship has been offered, and the number of well-deserving applicants serves as encouragement for the future of our industry. Undergraduate, junior class standing students who have declared strong future career interests within the industry following graduation are recognized based on leadership activities, academic ability and overall interest in the dairy industry.

Receiving a \$1,500 scholarship is **Michael Schmitt** who attends the University of Minnesota as an animal science-dairy production major with an applied economics minor. From Rice, Minn., Schmitt has proven himself to be a competent and effective leader within the organizations he is involved in. He is president and past business manager of the Farm House Fraternity on campus, secretary for the Gopher Dairy Club and has assisted with Agriculture Education Club agriculture advocacy efforts.



Schmitt

Well recognized for his dairy cattle judging ability, Schmitt has also been a successful competitor in Dairy Challenge, dairy quiz bowl and animal science academic quadrathlon. His industry experiences include internships with Accelerated Genetics and Vita Plus. He is

also a member of the Minnesota 4-H Project Development Committee and dairy robotics research assistant at the University of Minnesota. After graduation, Schmitt wants to work in the industry for several years to gain perspective before returning to his family farm.

Five additional students have been awarded \$1,000 scholarships:

**Allison Culp** of Nappanee, Ind., holds an impressive student record of a 3.96 GPA, out of 4.0, as an animal sciences/prevet major at Purdue University, with a farm management minor. Culp is active in extracurricular activities, holding leadership positions within the Purdue University Dairy Club, Purdue University Goat Club and Purdue College of Agriculture Council.



Culp

She enjoys fostering leadership in others through serving as a mentor to incoming students with the Purdue University Animal Sciences Mentors Program and as an Elkhart County 4-H Dairy Feeder Calf volunteer project leader. Culp actively seeks opportunities to grow her knowledge through participation in ADSA dairy quiz bowl, Dairy Challenge and studying at the Southern Great Plains Dairy Consortium. Her future plans are to become a veterinarian with a focus on large animal and dairy medicine.

**Chelsey Johnson** has accumulated a wide variety of professional experiences while at South Dakota

State University. The Heron Lake, Minn., native is double majoring in dairy production and agricultural education, communication and leadership, with a communications specialization. Johnson has made an impact during her time on campus, holding many leadership positions, including dairy club president, Ag Communicators of Tomorrow president and Dairy Digest editor. Johnson will complete her degree in December.



Johnson

In addition to being an accomplished dairy cattle judge, she constantly seeks experiences to grow her skill set through industry involvement such as internships with *Hoard's Dairyman* and Accelerated Genetics and being a Princess Kay of the Milky Way finalist. Upon graduation, Johnson hopes to obtain a communications position to assist dairy farmers and be a positive voice for the industry.

**Amy McBirney** is a dairy science-preveterinary emphasis student at California Polytechnic State University, San Luis Obispo. From Morgan Hill, Calif., McBirney has maintained a perfect 4.0 GPA with strong future plans to attend veterinary school following graduation. Her activities show an obvious pas-



McBirney

sion for gaining a rounded background in dairy cattle management and cattle reproduction.

She is enthusiastic in promoting an interest in the dairy industry amongst her peers as a Cal Poly Farm Management freshman representative and California State FFA Finals committee member. McBirney has had unique opportunities to gain various dairy industry perspectives as a Jersey Youth Academy participant and through an internship in Barbados at a mixed animal veterinary practice. With an interest in biotechnology and passion for the dairy industry, she hopes to explore possible research opportunities in food production safety and efficiency.

**Amanda Moretti** of Petaluma, Calif., is attending Cornell University with a major in animal science. She may obtain a master's degree in agribusiness following her bachelor's degree. She aspires to aid dairy producers in managing, financing and promoting their business through a career in the agribusiness sector.



Moretti

Her extensive list of accomplishments include serving as the Cornell University Dairy Science Club president, Collegiate Farm Bureau Executive Board Committee Chair, and a member of the Farmer's Market at Cornell Event and Vendor Relations Committee. Moretti has also shown a strong dedication to volunteering within her community through a wide variety of philanthropy activities.

**Andrea Smaciarz** of Raymond, Wash., is double majoring in animal sciences and agricultural business management at Oregon State University.



Smaciarz

An active member of the Oregon State University Dairy Club, Smaciarz has been involved in numerous leadership efforts to promote the Oregon dairy industry. She has pursued opportunities to broaden her background in the dairy industry through participation in the Jersey Youth Academy, dairy cattle judging and Dairy Challenge.

She has certainly excelled as a student, earning a place on the College of Agriculture's Dean's List each term and as a recipient of the Western National Jersey Youth Achievement Award. She has gained additional industry perspective through employment at the Oregon State University Dairy Center and interned with Land O'Lakes as a feed sales intern. Smaciarz intends to work in the dairy nutrition sector before eventually returning to work on her family's dairy farm. **H**

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by Karen Bohnert

# Their day begins as ours ends

THE bovine beauties that travel the show circuit each year become accustomed to round-the-clock care. It's not only those in the barn from 6 a.m. to 6 p.m. who deserve the credit, a dedicated night crew, "the nightline," is just as important to keep the Grand Champion and All-American hopefuls looking their best for prime time. The nightline is often comprised of young dairy enthusiasts looking to develop their reputation in the industry. When many of us are wrapping up for the day, those on the nightline are just getting started.

Below, four young people, Rachel Evans, Sunny Acres Farm, Georgetown, N.Y.; Madison Fisher, herdsman at Ludwig Farms, Fithian, Ill.; Nathan Whalen, herdsman on a 200-cow Holstein and Jersey dairy, Nehalem, Ore.; and Nicholas Yotopolis, employee on a 400-cow commercial dairy, Clymer, N.Y., share their experiences working the World Dairy Expo nightline.

## What intrigued you about working a nightline crew?

**Evans:** I had attended World Dairy Expo in 2007 as a National 4-H Dairy Conference delegate but only attended for one day. That definitely was not enough time to see everything, and I had wanted to go back to experience more. Last year my brother said I could go with the string, but only if I was willing to work the nightline for us and the farms we tie in with.

**Fisher:** World Dairy Expo is the best show in the U.S. So, when the opportunity arose for me to attend and be involved with a show string, I was ecstatic. It was a great honor to work with such great cattle and people. It is the best way for a young person to get their foot in the door in the show world.

**Whalen:** The thing that most intrigued me to be a night man was a paid trip to Expo. I had bugged the Coppini family for years, trying to get on that truck and haul cows to World Dairy Expo, and this past year I finally got to go.

**Yotopolis:** I wanted to get the chance to work with and see the superstars of breeds, from Snickerdoodle to the Apple clones. Being able to meet wonderful people from around the world and to make new friends were also draws.

## Explain your role helping on the nightline shift.

**Evans:** I did nights for my farm, Sunny Acres, Palmyra Farm of Maryland, Craig and Emily Walton of Ohio, and Gene Iager of Maryland. My responsibilities included keeping the animals clean, feeding hay and keeping them filled throughout the night, shaking straw for the morning beds, keeping the exhibit clean and neat for anyone walking through

to look at the cows, and helping out with morning chores.

**Fisher:** I have worked for Hillbrook and Chris and Jen Hill the last four years at Expo, and I have done nights for Co-Vale/Eaton Holsteins at numerous other shows. My responsibilities included helping other crew members with evening chores, then catching manure and feeding hay to the cattle during the night. I also helped do morning chores.

**Whalen:** I worked for JoDee Swiss, and my responsibilities started as soon as we left Tillamook. I helped drive on the way out, along with chores on the road, milking, feeding and watering. When we finally got to Expo, my responsibilities were pretty clear: to keep the cows clean and to keep fresh feed in front of them throughout the night. I also helped with morning milking and chores.

**Yotopolis:** My role as night man was to keep the cattle clean and full at night, to help with chores at the end of each day and maintain the pack. I worked for Co-Vale and Reyncrest, as they tied together. Then on show night I would have to make sure cows stayed sealed. When the show started, I helped get cattle to the ring.

## What did you take away from this experience?

**Evans:** Time management. Expo was my very first experience working nights, and there were 31 head in the string. As you can imagine with that many head, there were times in the night when it was overwhelming. Throughout the week I learned to balance my time between keeping the cows fed, keeping them clean and making sure to get straw shaken up for the morning chores. I also learned how to seal teat ends and select hay to feed the cows for show day.

**Fisher:** I've learned a lot, especially what to do and what not to do while attending the shows. I've had the privilege of working with some of the most skilled and experienced people in the industry who were willing to help out a young guy like me. I asked a lot of questions and just soaked it all in.

**Whalen:** I learned a lot from this experience about the show cattle industry. It was my first experience at a show of such high caliber.

**Yotopolis:** I now know how to fill cows for the show, as it wasn't done in just one night. Another was how to get the cattle ready for the show ring, as there couldn't be a hair out of place. Also, it pays greatly to have good friends and connections to help with feed and supplies for show day.

## How has this experience shaped your view of Expo?

**Evans:** I loved watching people from all over the world come together for their love of cows and the industry. It's a great opportunity to attend such a fantastic show.

**Fisher:** My time on the nightline has shown me that Expo is the best



WHILE WORKING THE NIGHTLINE may not be the most glamorous job a show string offers, these four young people jumped at the chance to work with well-known herds and great cattle, while experiencing Expo. Clockwise (L to R) Yotopolis, Evans, Fisher and Whalen.



show in the U.S. and has introduced me to a lot of different people in the industry. It also proved to me that I wouldn't want to be working in any other industry.

**Whalen:** This experience solidified that Expo was more than just a cow show; it was a place where everyone has something in common. They all traveled some distance to get there and in some way or another have a tie to the industry.

**Yotopolis:** Expo is a great place to learn a variety of things from nutrition to pedigrees. It also highlights different styles of caring for a string at Madison and allows you to bring new ideas back home to be more efficient and profitable. While being at Expo you get to meet people throughout the industry and listen to ideas that you can use later on.

## What are your best memories related to this opportunity?

**Evans:** My best memory at the 2013 World Dairy Expo would most certainly have to be witnessing my brother Greg's homebred Ayrshire win Grand Champion! My other brother Andrew was showing her, as Greg and my father stayed home to work on the farm, and he and I both started to tear up because we were just so proud of the accomplishment, yet sad because Greg and Dad couldn't be there to share the experience.

**Fisher:** There are two years that stick out for me even though all the memories are great. The first year I worked for Chris and Jen Hill they had the Junior Champion of the Red & White Show. This past year, too, they had Junior Champion Holstein for the first time in all the years they had been showing.

**Whalen:** My best memory of Expo was after the Brown Swiss show when Jodi Coppini came walking back with a big purple Premier Breeder banner. After all the miles and hours of hard work, we were rewarded.

**Yotopolis:** One memory is coming in the night after the heifer show to hear we got Reserve Junior Champion. It was also nice to be told that the night man knows a bit more about what's going on with the cows than the day crew.

## Who are your role models both in and out of the show ring?

**Evans:** My dad and brothers are my role models. They all work so hard to produce not only great show cows but cows that have great genetics and can produce a lot of milk. I hope to help carry that legacy out in the future.

**Fisher:** I have had many role models and people who have helped me out along the way. First is my dad. I wouldn't be anywhere near what I am today if he hadn't pushed me to always do the best I could.

Second are Chris and Jen Hill, my second parents, it seems. When my dad taught me all he knew, I still had more to learn, and that's right where Chris and Jen picked up. They are great people and very skilled in all aspects of the dairy industry. If it wasn't for Chris and Jen giving me the opportunity, I wouldn't have met the people I know today and wouldn't be where I am today.

Next is Willy McKay. I only got to work with him for three months, but he taught me a lot and became one of my really good friends. One last very important person is Aaron Eaton. He was also one of the first people to give me the chance to work with great cattle.

**Whalen:** I would love to have my own string of cows at Expo one day. It would be a great achievement for me knowing that I owned cattle worthy of walking the colored shavings. The Coppini Family, the Lancasters of Royalty Ridge, along with Mike Berry and Chris Ingram, have been great influences to me in the industry.

Most importantly, my parents have been my biggest influence in and out of the show ring; they put up with countless hours of 4-H meetings, judging contest, shows and sales I have attended. They also helped me start my own herd of registered Holsteins and through the years helped me buy quality cattle, starting at a young age.

**Yotopolis:** My goal is to have my own homebred cows go to Expo and deserve to be there. Pat Conroy, Justin Burdette, Barclay Phoenix, Chris Smithgall and Garry Vanderpost have all influenced my journey. **H**

The author and her husband work in partnership with family on a 450-cow dairy in East Moline, Ill.

# COWPOWER

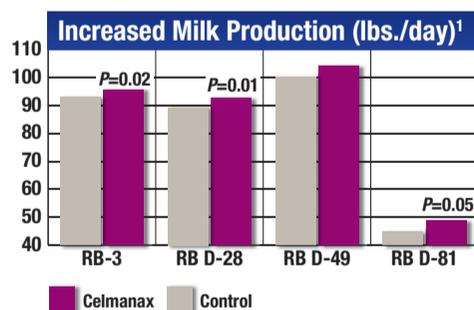


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by Laura Moser

# Cows are in Caverly's DNA

**A**PPRECIATION for tradition, hard work, flexibility and a spice of sarcasm is the recipe for Richard Caverly's success in the dairy barn and show ring. Named the 2013 Klussendorf-MacKenzie Award winner at the 47th World Dairy Expo, Caverly has great humility in receiving the coveted honor.

"I remember the first time I noticed the Klussendorf and Klussendorf-MacKenzie Award winners in *Hoard's Dairyman* when I was a teenager," recalled Caverly. "I asked my dad and uncle what the award was about, and I got a long, 15-minute lecture on the status that was associated with the award and the prestigious background of the winners. Ever since then I have looked up to these winners. To me, this is the hall of fame of our industry. A hall of fame which the recipients have dedicated a lifetime of work, not lived on the laurels of a 10-year career like many other halls. I am deeply humbled to be a part of it," said Caverly, whose father and uncle received assistance from Arthur Clark, the 1955 Klussendorf winner, the first time they attended a national show.

Humbleness aside, the lineup of cows Caverly has worked with parallels many of the champions at World Dairy Expo and other national shows. At his home farm, Caverly's focus began with the Ayrshire breed. Caverly's father, E.C., and his two brothers, Frank and Pudge, were owners of Caverly Farms in Clinton, Maine. The

The author is an agricultural writer based in Dansville, Mich.

Caverly herd had several cows nominated All-American, and in 1978 the family exhibited the Grand Champion Ayrshire at World Dairy Expo, Oak-Ridge Bruis Helga.

"Cows have always been a part of my life. My family dedicated themselves to dairy farming in Maine generations before me, a passion they have passed down and continue," Caverly said.

## Working with the best

With the strong passion for good cattle and a lot of ambition, Caverly set out to work with some of the top breeders in the cattle industry. The 1996 Klussendorf winner, Steve Briggs, gave Caverly his first fitting opportunities right after high school.

"Richard is a young man I have a lot of respect for," said Steve Briggs. "I have known his family for years, and it appears he has inherited the love of good cattle and enjoys working to present cows at their best."

Caverly has worked with many notable herds and cows over the past 20 years in the Northeast and around the world. His scorecard of accomplishments in the show ring reads like a "best of the best" in the dairy industry. Working with elite cattle like Gold Prize, Nadine, Melanie, Delilah, Ashlyn, Victoria, Veronica, Helga, Beladina, Gold Barbara and Francesca "Frannie" have given Caverly memories to last a lifetime.

## Ayrshires are his pride

Among this impressive lineup, Caverly does have a favorite: Sweet Pepper Black Francesca, a two-time



**RICHARD CAVERLY** is the 23rd recipient of the Klussendorf-MacKenzie Award, given in memory of Duncan MacKenzie, the 1961 Klussendorf winner. Winners selected for this award are chosen based on their character, sportsmanship, ability and endeavor.



Grand Champion at World Dairy Expo. "Frannie" was part of a small herd of Ayrshires and Holsteins owned by Caverly and his wife, Beverly Donovan. Beverly purchased Frannie from Craig and Bonnie Hawksley of Rhode Island as a foundation cow in her Deer Hill Ayrshire herd. Frannie went on to exceed their wildest expectations, excelling in the show ring and in the barn. Currently, over half the herd are descendants of Frannie.

Building good cows and working with family have kept Caverly close to home through his career. Never one to live out of a suitcase 365 days a

year, he chose to settle in with herds. Early in his career, he was the first herdsman for Arethusa Farm in Connecticut. He has also worked with Curtsey Farm in Massachusetts, Ardossan Farm in Pennsylvania and with Fazanda Morro Agudo of Brazil. Caverly attributes much of his work ethic and success to the opportunities he has had to work with great cow breeders like Ernest Keffner, Gary Bowers and Steve Briggs.

## It takes a team

The one trait Caverly is known for, other than his quick wit and storytelling, is his hard work. He believes it takes a team to get all the work done, and everyone needs to pitch in.

"I have done just about everything that needs to be done to get a cow ready to show. You just have to check your ego at the door and get the work done. From holding the bucket behind the cow to running the clippers, it all needs to be done, and it takes a team," he said. "It has to be a team because one person cannot do it all."

An important member of Caverly's team is his wife, Beverly. Together they work around the clock managing their herd. "My wife very much loves Ayrshires and taking care of them. We have a great relationship. We wake up together each day with the same goals, it creates a unique bond for us," he said.

Caverly was chosen as the 2013 Klussendorf-MacKenzie Award winner by a panel of his peers, a point not lost on him.

"To be selected by your peers — by the people you work with and compete against — is truly an honor. Anybody associated with cow shows knows it is long, hard work. To win this award is the most humbling thing one could ever imagine."

Briggs adds, "Richard is very deserving of this award. He is a good young man, willing to work hard and always interested in doing better." 

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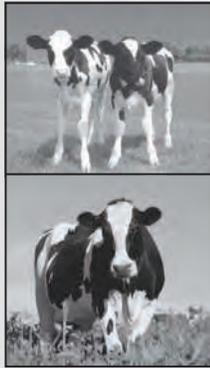
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## Stiles Lutz and Dueppengiesser named Progressive Dairy Managers

NATIONAL Dairy Shrine is proud to recognize its 2014 Progressive Dairy Manager Grant Award winners. Each of these deserving recipients receives a travel grant of \$2,000 to use for an approved educational experience. Amanda Stiles Lutz of Chester, S.C., will be honored in the small herd category, while Peter Dueppengiesser of Perry, N.Y., has earned recognition in the large herd category.

**Amanda Stiles Lutz** owns and operates Her-Man Jerseys with her husband, Herby, and their son, Hobbs, near Chester, S.C. The



**Amanda Stiles Lutz**

young, 90-cow herd boasts a 2013 AJCA lactation average on 77 completed lactations of 20,659 M, 954 F and 712 P, while receiving the highest available quality premiums for all milk shipped in 2013. Lutz strives to have a herd of healthy cows producing a high-quality product, that milk well, breed back easily, and are sound and functionally correct for type. As a function of that goal, Lutz pays special attention to milking protocols and udder health while utilizing a strict vaccination program and disease testing of the milking herd.

Lutz has been involved in numerous dairy industry organizations and groups. She has served the South Carolina Young Farmers organization as a board member and a regional vice president. She is the Women's Chair of the Chester County Farm Bureau. In addition, she has been active in the Maryland-Virginia Milk Producers Association and has been a participant in dairy promotion activities for the Southern United Dairy Industry Association.

Looking to the future of the Her-Man herd, Lutz says, "A future in the dairy industry will be possible only with hard work and diligence in our day-to-day operations. Paying close attention to animal health, calf care, replacement heifer management, reproduction, nutrition and udder health is of the utmost importance, and it will remain that way." Leadership involvement in the dairy industry will always be important to Lutz and her family.

**Peter Dueppengiesser** and his

brother, Michael, own and operate Dueppengiesser Dairy Company LLC, near Perry, N.Y. The operation is home to 1,200 cows and 900 replacement heifers with 1,970 acres of corn, alfalfa and wheat. Peter's wife, Roxanne, and sons, Jacob and Jared, are also an active part of the family farm.

The herd, boasting a rolling herd average of 27,870 M, 1,021 F and 811 P, is housed in modern, sand-bedded freestall barns and milked in a double-16 parallel parlor. Cow comfort is a focus at Dueppengiesser Dairy Company, as well as high forage quality to maximize efficient dry matter intake. Dueppengiesser has made various investments in technology to achieve success, including a rumination monitoring system for reproduction and herd health.

He monitors various benchmarks, including pregnancy rate, cull rate, somatic cell count, energy-corrected milk production and feed efficiency. He also evaluates pounds of milk sold per worker, income over feed cost, return on assets and return on equity.

Dueppengiesser has been a huge supporter of his alma mater Cornell University. He has served on the advisory committee of the Cornell Pro-Dairy program, as well as the Cornell Council. Plus, the herd has been used in Cornell University on-farm research projects over the last several years.

One of Dueppengiesser's other passions is the Northeast Dairy Producers Association (NEDPA). These progressive dairymen work diligently to serve the industry on numerous issues dealing with government regulations and rules. He served as board chair during some of the largest regulatory discussions in New York.

Dueppengiesser is part of the Wyoming County Chamber of Commerce and has been a host farm and supporter of the Agri-Palooza. This annual event educates the general public about the dairy industry. Finally, Dueppengiesser finds time to be a 4-H leader and be active in his church. **H**



**Peter Dueppengiesser**

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by Taylor Pires

# Capturing the winning cows

SOME cattle at World Dairy Expo leave the competition on the show ring's colored shavings and step directly into another arena. The difference is, this time around, they are being prepped for their close-up. A show cow's work is not done until it has been pictured by a couple of the world's finest dairy cattle photographers. Following the photography styles of Kathy DeBruin and Cybil Fisher illustrates how cattle photography has changed over the years at World Dairy Expo but how one thing has stayed the same: a focus on quality.

## From the start

Kathy DeBruin is a dairy cattle photography pioneer. Her career began in 1971 with Agri-Graphics, at a time when there weren't women in the field. "Women just didn't do those things. But I'm still here. And ironically now most of the photographers are females," DeBruin said.

She has also made her mark as one of the original photographers at World Dairy Expo. She started out as part of Danny Weaver's Agri-Graphics crew and helped picture cattle, along with taking candid photos throughout the grounds. DeBruin recalled how film photography influenced their business dur-

ing Expo. "The film was gathered up at the end of the day and would be processed through the night. The prints would be put on display the next morning and available for sale," she said.

The relationship with World Dairy Expo continued, but over the years DeBruin experienced some major changes. In 1990, she took the opportunity to purchase Agri-Graphics from Weaver. She saw the company through a change in leadership, recruitment and training of new photographers, and the advent of digital photography.

Cybil Fisher, previously a member of DeBruin's team, branched out with her own cattle photography business, Cybil Fisher Photography LLC, in 2002. Both women are known for providing World Dairy Expo cattle exhibitors with high-quality photos and have years of expertise in their field.

## Finding a niche

Fisher, who has been on her own at Expo since 2003, began picturing there at the request of her clients.

"They kept asking if I was ever going to set up at Madison; was I ever going to set up at Harrisburg? Based on their inquiries and their interest, it led me to explore the possibility," she shared.

In doing so, Fisher came across an opportunity that would set her

apart from other photographers at the show.

Expo was interested in having another photographer but didn't know where there would be room for one outdoors. Fisher expressed that wasn't her intention; she wanted to be indoors to streamline her photo-taking process.

"I said I wanted an indoor setup so I didn't have to deal with the sun and didn't have to worry about weather. Also, we were capable of photographing into the evening hours."

Fisher recognized that, while this was a unique idea, it would also be a challenge. People had come to associate the pond outside of the Expo Coliseum to mean a cow was at the show and represented the quality of cattle there.

"At the time, picturing indoors had never been done at a U.S. show. So it was a bit of a risk, and I didn't know how people would respond. For years, that Expo pond was a signature background of cattle at Expo," she said.

While Fisher has been successful with the indoor setup, DeBruin maintains interest outdoors. She said she caters to those customers who like the traditional background by the pond.

## Months of preparation

Getting ready to take on World Dairy Expo is a long process,

The author was the 2013 Hoard's Dairyman Editorial Intern and a recent Cal Poly graduate.



**WHEN CYBIL FISHER PAIRED WITH EXPO,** no one else was shooting indoors at a show. On their busiest days, she and the crew she begins securing in April will picture upwards of 12 hours and 200 head.



**KATHY DEBRUIN IS A PIONEER** when it comes to women in the cattle photography field. From Wednesday to Friday, DeBruin's busiest days, she and her crew are stationed by the pond taking photos of the dairy cattle elite.



months in the making. Preparation includes looking at flights, booking hotels, ordering supplies, servicing equipment and, most importantly, building a solid picturing team.

“You have to have a complete crew ready to do everything. If you’re photographing on a farm, your clients are responsible for providing all the help. At Expo, you have to have all those helpers there,” DeBruin explained.

Fisher begins securing her crew of 12 in April and appreciates their loyalty.

“I need these guys at Madison to help me because we’re photographing some days for 13 hours straight. It’s hard to keep your mental focus for that long. They’re there for me when I start to get tired and I think something’s looking right and they’re saying ‘no Cybil she’s too narrow up front.’ I trust their judgment,” Fisher shared.

### A day in the life

When asked what Expo week is typically like, DeBruin initially replied with one word, “insane.” Her busiest time starts Wednesday afternoon and runs through Friday night.

Fisher also starts the week off with craziness. Tuesday is her busiest day with the Junior Holstein show, Ayrshires and Jerseys along with Shorthorn heifers. That adds up to about 200 head and 14 hours of work. “There’s no easing into Madison,” Fisher said.

Picturing hundreds of cattle in one week certainly comes with its challenges. “I have many, many stories. There have been animals that have escaped and jumped in the pond,” DeBruin shared. Fisher agreed. “We’ve got a lot of animals that would rather just leave, and they’ve done so in a variety of ways,” she said with a laugh.

Despite the challenges, though, DeBruin and Fisher try their best to get their customers a high-quality photo in an efficient way, while keeping both the cattle and their owners comfortable. This consideration for cattle and cattle enthusiasts is related to what they each enjoy most about their job.

“I’ve met many wonderful people. It’s taken me all over the world. I’ve made great friends and seen a lot of great cows,” DeBruin shared.

Fisher seconded that. “I’ll admit, as much as anybody, that I like to photograph really great animals. Those really awesome cows, Madison is when they come out, and that’s a special treat for us.”

Whether under the protection of a tent or out along the pond, you can be sure to find these two world class photographers capturing images of North America’s cattle elite that made the journey to this year’s World Dairy Expo. **#**

**WWW.**

For more information on these renowned cattle photographers and to see examples of their work visit [www.agrigraphics.com](http://www.agrigraphics.com) (Kathy DeBruin) or [www.cybilfisher.com](http://www.cybilfisher.com) (Cybil Fisher).



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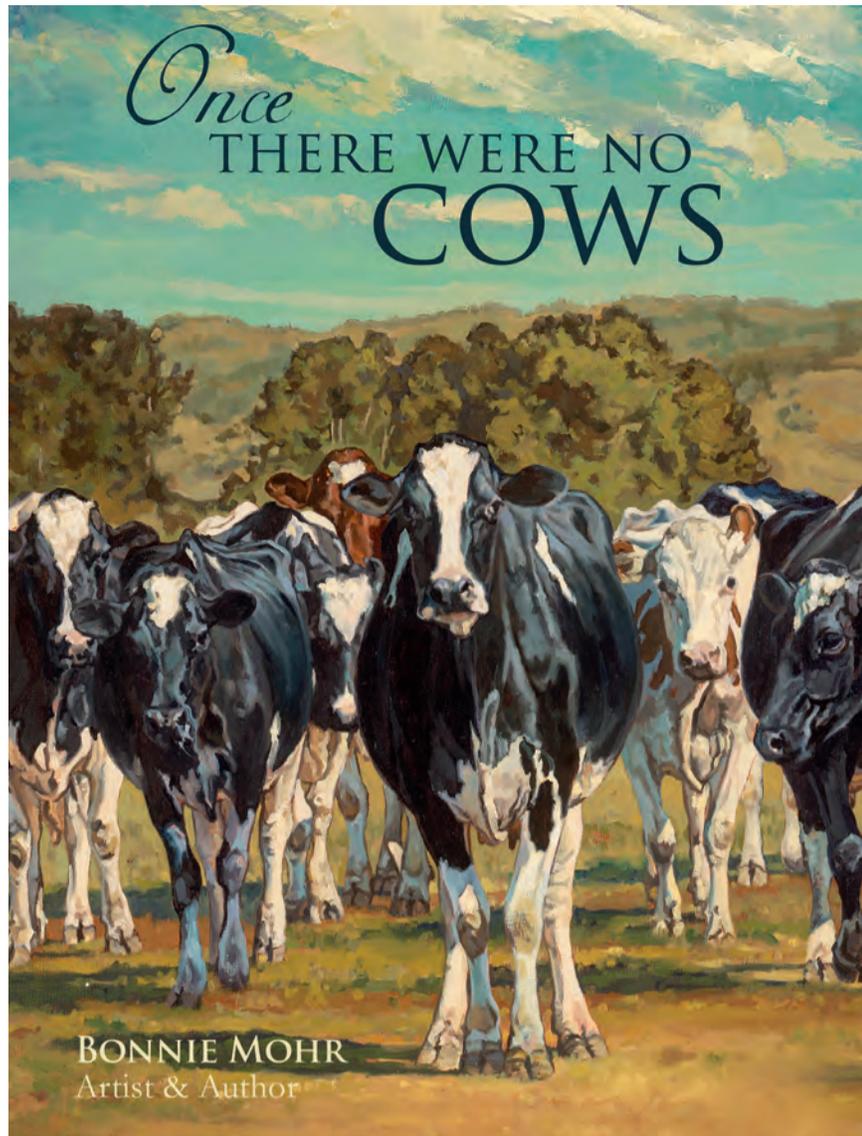
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▶▶▶ continued from page 7

ter," noted Bentley. "The goal was a multi-use facility that is good for not only horses, dairy and beef cattle but also attendees at a boat show or flea market," he continued.

Miron Construction, with the county contract, was responsible for demolition as well as building. When finished, the New Holland Pavilions will have a footprint of 290,000 square feet.

"A 300- by 300-foot building, Pavilion 1 begins where Barns 1 through 3 used to reside. Pavilion 2, 300 by 600 feet, starts at Barn 4 and 5's old locations and spans just beyond the warm-up arena and Barn 9. Combined, the facilities will hold 2,600 head of dairy cattle," noted Magnochi.

"The pavilions take up the same footprint as the barns; they're compact and in one spot. With the elimination of the tents, we will also free up 500 parking spaces and improve exhibitor proximity to the barns," continued Magnochi.

"The front pavilion is an all-weather temperature-controlled building. The second pavilion creates a uniform space. Even though it's a massive building, the furthest you will have to walk from the center aisle to the outside is 150 feet," she continued.

### New homes for everyone

While the facilities will level out the housing playing field between exhibitors, there is one change everyone will experience together: a new stalling location.

"Breed superintendents will still determine stalling location. A housing task force has been enlisted to develop the general layout and stalling protocols," she added. Regardless of where a herd lands, Expo staff will still do their best to honor the stalling requests they receive.

On Thursday morning, September 25, exhibitors residing 850-plus miles from Madison will be able to bring cattle on the grounds to help spread out cattle flow. Those within the 850-mile radius will be able to populate the grounds starting Friday at noon.

Additionally, the veterinary students completing a string's check-in will walk them to their exact location to streamline the process.

In the same turn, the change will present an attendee learning curve, as some herds find a new home for the first time in decades. "We will encourage everyone to use the online search tool this year. Individuals can go to the website and search for an animal or prefix, and it will direct you to where those exhibitors are now tied," noted Magnochi.

Significant updates have been made to enhance animal care, as well. "With positive pressure ventilation, the airflow and air exchange will be second to none," Magnochi said. "There will be ample room for packs, and the new tie panels and support stalls will be uniform. The stalls will have a channel in the top where an electrical cord or hose can be run. Little additions like these, and consistent aisle spacing will make the experience more user friendly," Magnochi commented.

"Having 1.5 times the wash rack space, under cover and graded facilities to eliminate water runoff will also improve the cattle exhibitor experience," noted Bentley.

"We have already had a lot of exhibitors calling and asking how the project is progressing. There was a lot of reminiscing, but in the same token, a lot of our exhibitors are very progressive. There is excitement about the pavilions and the space and amenities it will afford them," Magnochi commented.

"With an aggressive timeline in place, the construction project is slated for completion before the launch of the 2014 World Dairy Expo," noted Bentley. When North America's cattle elite arrive on the Alliant Energy Center Grounds this fall, they will be the first bovines to call the New Holland Pavilions home.

### A class of their own

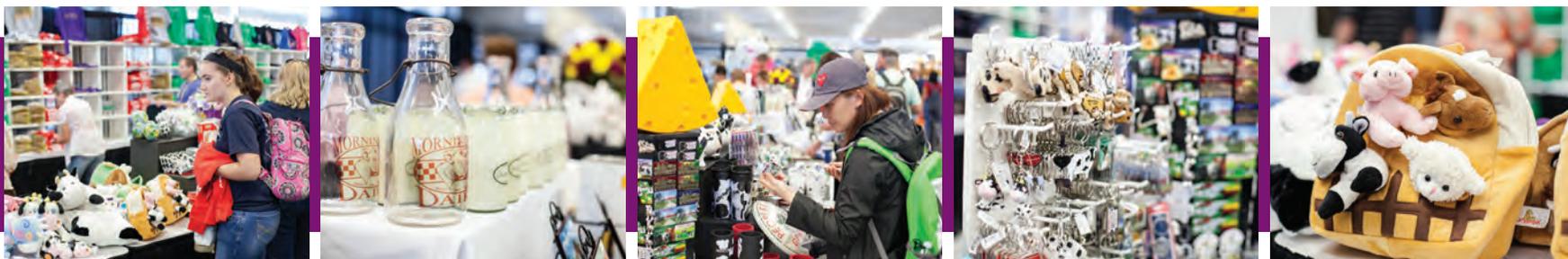
"It was the voice of our dairy cattle exhibitors that encouraged us to participate in this, and over time they have been the overriding voice that has suggested we would benefit from upgraded facilities. But, with change, comes memories. Some of our exhibitors have 47 years worth of memories at the current facilities. I hope that we all take time to reflect and pause to remember the best of the times that we've had in those old barns as we embrace the new facilities," added Bentley.

"We believe that we have done our due diligence, and we think this is going to be the finest undercover cattle and livestock facility in the U.S. We were settling for nothing less than that when we moved forward with the project," he continued.

Clarke echoed this sentiment. "When construction is complete, we will have some of the best facilities around. World Dairy Expo and the Midwest Horse Fair have made Wisconsin their home. The Alliant Energy Center needed to take this step to show we were serious about keeping those events. Additionally, the old buildings took up real estate and went unused six months of the year. The new setup can be used year round and opens the door to hosting groups we had been unable to cater to before."

Forty-seven years is nothing to scoff at. History, tradition and memories were woven throughout the barns, as many farms and prefixes with a storied past exhibited and tied in the same location for nearly half a century. In a sense, the nine barns and two tents were the fabric of the show. The structures were an essential element, brimming with a mix of emotions, energy, joy and, for some, disappointment, as animals left the barns and eyes turned to the colored shavings.

And while these barns are no more, at completion, many anticipate that the New Holland Pavilions will be in a class of their own. This fall, Expo will begin a new chapter in its housing history. With this comes an opportunity for the next generation of showmen to leave their mark and write the stories that will be told for the next half-century. **H**



# Take home your piece of Expo

From erasers to jackets, the Purple Cow Gift Shop has something for every World Dairy Expo attendee.

by Hoard's Dairyman staff

FOR many, a trip to World Dairy Expo is not complete without a visit to the Purple Cow Gift Shop. Shelves filled with cute cow memorabilia and racks lined with World Dairy Expo apparel make the Purple Cow a shopper's delight.

It was not in her original job description, but for the past 20 years Annette Ziegler has been the face behind World Dairy Expo's one and only gift shop.

"It wasn't part of my job when I started," Ziegler said, who began her career as the accountant for World Dairy Expo 25 years ago. When she started working at World Dairy Expo, a part-time employee and volunteers were running the store, Ziegler explained. She had four young children at the time and was buying a lot of merchandise, so the manager valued her opinion and asked her for product advice. Eventually, that involvement morphed into more, and for the past two decades the Purple Cow Gift Shop has been part of her job.

Ziegler, raised on a farm near Waunakee, Wis., remembers coming to World Dairy Expo as a girl and seeing the gift shop. It was a little booth with a cash box in the back, she said. There used to be two shops, one in the Coliseum and one in the old Forum Building. When the Exhibition Hall was built, it moved to its current location.

Today, the Purple Cow has modernized with cash registers and credit card payment capabilities, and often there is a line of eager customers waiting at the door. Last year, the Purple Cow had over \$200,000 in total sales. An outstanding 15,469 items were sold, including 7,653 World Dairy Expo imprinted items.

## Months of preparation

The five days of World Dairy Expo are a blur of activity for the store, but preparations begin long before. In February, Ziegler will start purchasing items for the upcoming show. She works with Ameriprint, a printing and embroidery company located in Sun Prairie, Wis., to select clothing items. She has other vendors and suppliers to purchase

from, and she also searches online for interesting finds.

"I'm always looking for new items," she said. "If I can find anything new and exciting with a cow, I like to buy it. Every year has a different theme, so that means different T-shirt and sweatshirt designs as well."

People submit their requests throughout the year. Most often, people are especially interested in items with other breeds besides Holsteins, she said. Ziegler spends the spring and summer collecting inventory, and a group of volunteers come in before Expo to help get items organized and price the merchandise.

Once Expo rolls around, it is time to get the Purple Cow store ready for the show. Student workers from the University of Wisconsin-Madison pick up the merchandise from its storage site at the World Dairy Expo office the Thursday before Expo and bring it to the grounds. Then, the layout of the store begins.

"It's a four-day process to set up," she said. "How do I get this all in? Where do I put it?"

Ziegler spends about two days just figuring out how to display the items. Storage at the Expo grounds is at a minimum, so most of the merchandise needs to be kept in stock right in the store. "It's all in the presentation," she said.

Running the gift shop takes about 50 volunteers. "It's connections through the dairy industry that help find the volunteers. A handful have been here longer than me," Ziegler explained. Some are retired ladies who have been working in the shop for years. Many have a connection to the dairy industry, but not all, she noted. Typical volunteers work between four and 40 hours during the week.

Ziegler spends all day, every day in the shop. Some of her volunteers are very seasoned and know the store, but it helps to have someone there who is aware of the merchandise on hand. In addition to managing the shop, she still does the accounting work during World Dairy Expo as well.

## Something for everyone

There are items in the store of varying size and scale, from 25-cent

erasers to \$150 jackets. New this year will be a ladies' hat, Ziegler said, along with more clothes with "bling," or rhinestones.

Ziegler said that hooded sweatshirts seem to be the most popular item in the store. "Eight to 10 years ago, hooded sweatshirts exploded. We couldn't keep them on the shelves." They sold 589 hooded sweatshirts last year.

"People tend to buy clothes to wear at the show, so weather plays a role," Ziegler explained. "If it's warm, they buy more T-shirts, while cold weather boosts sweatshirt sales."

World Dairy Expo has a good working relationship with Ameriprint, which prints and embroiders the shirts available in the Purple Cow. Ameriprint's graphic designers come up with ideas and send prototypes to Ziegler. The World Dairy Expo staff often vote on their favorites and help make the decision of what to order.

Ziegler had no retail experience prior to taking on her duties managing the Purple Cow, but she has learned a lot over the years about her customers. "World Dairy Expo is not your typical crowd," she explained. "Farmers don't like light-colored shirts, while internationals tend to want bright colors." In the end, she hopes to fill the store with items that people really enjoy. "Our goal is to take back a lot less boxes," she said with a laugh.

## Feel the show excitement

Virtually all Purple Cow merchandise is sold during World Dairy Expo. They have tried to do some online sales, but it hasn't worked that well in the past. Ziegler believes that, for some, the allure in the merchandise is purchasing it right at the show. "People need to be there to feel the excitement. They want to take something home to say, 'I was at World Dairy Expo.'"

The Purple Cow doesn't really do any advertising either, other than a Facebook page with photographs to

highlight some merchandise. Instead, location is everything. "Everyone goes into the Exhibition Hall, everyone walks by," Ziegler explained.

The shop is open Monday afternoon before World Dairy Expo begins from 3 p.m. to 7 p.m. and then Tuesday through Saturday from 8:30 a.m. until 5:30 p.m. Ziegler encourages people to shop early for the best selection. "People have learned that, if you don't come early, you may not get what you want."

The one other event that does get the Purple Cow into a booth is Cows on the Concourse, a promotional event held near the capitol in Madison, Wis., every June. "I think it is important for us to be in the community. We have a responsibility to promote the dairy industry, but most of Madison doesn't come to World Dairy Expo," she said. At Cows on the Concourse, they are able to teach about the dairy industry and sell cow and Wisconsin items to a totally different crowd.

The Purple Cow Gift Shop is a for-profit venture, but another really important piece is getting World Dairy Expo's name out there, Ziegler noted. And it appears the Purple Cow is successful in doing so.

Ziegler shared several stories about World Dairy Expo merchandise traveling far and wide. For instance, one man sent her a photo from South America of his baby wearing a World Dairy Expo T-shirt. Another time, when her father went on an Alaskan cruise, he saw someone on the cruise wearing a World Dairy Expo sweatshirt.

It may not have been part of her job originally, but Ziegler has embraced the Purple Cow Gift Shop and all it entails.

"It's exciting to see stuff selling, and it's fun to see people liking what you bought. It's fun to get reacquainted with the volunteers, some of whom I only see once a year," she said. "It's great to promote World Dairy Expo and get the World Dairy Expo name out there." ■



ANNETTE ZIEGLER has been the face behind World Dairy Expo's one and only gift shop for the past 20 years.

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by Chelsey Johnson

## A view from the center of the ring

**E**ACH year, thousands of spectators try to place the World Dairy Expo breed shows from their seats in the Coliseum. Even more individuals attempt to rank each class from Expo TV online or from the TV screens throughout the World Dairy Expo grounds. However, all of these spectators have a view from the outside looking in. They must compare their placings with the only individuals who have a view from the center of the ring — the official judges.

Agree or disagree with their placings, the official judges have the most unique view of the show. Official judges Wayne Sliker and Callum McKinven have been here for the long haul. Judging multiple years and numerous breeds, they've seen how the cattle and the show have changed. Each has a wealth of experience and stories behind their judging careers.

### Born with a natural eye

If you had met Wayne Sliker prior to his freshman year of high school, you would never guess that he would become an influential figure in the dairy industry. In fact, his mother was a teacher and his father was a mechanic. Although he wasn't born into a dairy farming family, it appears he was born with a natural eye for dairy cattle.

The spring of his freshman year, he purchased a Brown Swiss calf for an FFA project. This calf grew up to be his first Excellent cow and opened the door to a long and decorated career in the dairy industry. His project grew into the Top Acres Brown Swiss herd located near St. Paris, Ohio. Top Acres has seen much success over the years and exhibited 122 All-Americans to lead the breed.

From 1983 to 2008, Sliker has judged six shows at World Dairy Expo, which ties him for eighth all-time. He has judged the Brown Swiss, Ayrshire and Holstein breed

shows. In addition, Sliker has judged national shows of every dairy breed across the U.S. as well as 21 international shows.

When looking back at all of the cows that Sliker has placed, two Brown Swiss cows stand out in his mind. The first he recalls is Hawthorne Rhythmic Riki-TW, which he crowned Grand Champion of the Brown Swiss show in 1997. She went on to be named Reserve Supreme Champion that year. Then just over a decade later, Old Mill E Snickerdoodle OCS caught his eye in 2008 when he named her champion of the Brown Swiss show. She, too, went on to be crowned the Reserve Supreme Champion that year. Other champions of note were Dupasquier Starb Winnie, Champion Holstein in 1994, and Llolyn Jude Griffen, a Jersey he made Grand Champion of the 2004 Jersey Junior Show and a few years later Grand Champion of the 2007 All-American Jersey Show at Louisville, Ky.

"They were some of the finer cows I have judged," Sliker explained. When asked if he had the opportunity to judge the cows side by side which cow he would place first, he responded, "It is always hard to compare cows from different time periods. Each of those cows were considered near ideal cows during her time."

Sliker admits that the first-place cow didn't always easily sort her way to the top of every show. However, he enjoys the challenge of placing close and competitive classes.

"One class that really stands out to me was from the last Brown Swiss show I judged (2008)," he recalled. "It was the Component Merit Class, and the first six cows were All-Americans or Reserve All-Americans. It was an enjoyable class to place and produced the Grand Champion."

While Sliker has been challenged with difficult classes to rank over the years, he noted that the improvements to fitting and showing over his 45-year span as a judge made his job easier.

The author is a senior dairy production and ag communications major at South Dakota State University.



**WAYNE SLIKER IS AN AVID YOUTH SUPPORTER**, noting that his entire herd extends from an FFA project cow that went Excellent. Since then, he has judged six shows on the colored shavings and noticed how both clipping styles and the judges in the ring have changed over time.



"The improved fitting and presentation helps me when I am judging a show," Sliker pointed out. "Now the fitting is universally well done and at a higher level than ever before. This levels the playing field for most of the animals."

Sliker noted that the judges standing in the ring have changed over the years as well.

"I have seen a tremendous change in types of judges," he explained. "When I first started out showing, the judges were largely college professors with a few hands-on cow people. Then, eventually, many judges were farmers, breeders and A.I. personnel. Today, we are beginning to see more cattle fitters fill this role."

While Sliker hasn't judged a show at Expo since retiring from judging in 2008, he still shows Top Acres cattle at Expo. Sliker noted that there are a number of reasons that keep him coming back.

"It has always been a competitive show," he praised. "The atmosphere is almost like a sporting event, and the quality has just continued to improve over the years."

Since Sliker got his start in the dairy industry through FFA, he is a strong supporter of youth. So naturally, the growth of the Expo Junior Shows is a development he is impressed with.

"Our entire herd was built from junior projects, so my wife and I are strong supporters of youth," Sliker said. "It is exciting to see the Junior Shows grow."

### Following his mentors

In contrast to Sliker, who found his way into the dairy industry through an FFA project, Callum McKinven was always surrounded by cattle and judging. He grew up on a Jersey farm and showed cattle from a young age. His father was involved with judging many Jersey shows in Canada.

After college, McKinven became a herdsman at Crackholm Holsteins in Quebec and began his involvement with the Holstein breed. Meanwhile, he was dating his wife, Katherine Berwort, whose father was a well-known Holstein judge in Canada. Today, they own Lookout Holsteins and Jerseys near North Hatley, Quebec.

McKinven explained, "I always took advice from my father and father-in-law on what I should be looking for when I judge. They were great cowmen."

Perhaps having such easy access to advice and training is what allowed McKinven to kick-start his judging career at a young age. He judged his first major show, the Maine State 4-H show, when he was about 19 years old.

"I was pretty nervous when I first entered the show ring, but it went really well," McKinven said.

Now, McKinven has nine shows at World Dairy Expo under his belt. After taking to the ring as a judge this year, he will place fourth all-time among Expo judges.

Aside from his father and father-in-law, McKinven considers Robert Fitzsimmons as another major men-



**EVEN WITH NINE EXPO SHOWS UNDER HIS BELT, CALLUM MCKINVEN STILL GETS NERVOUS.** "It is like being an athlete. If you don't have a little bit of nerves, it is hard to rise to the occasion. It is just natural, with anything, if you aren't a little bit nervous, you won't do as well. For me, I am not as nervous as I used to be, but I still have a little bit of a tingle in my stomach during that first class in the ring."

tor in his judging career.

"Robert called and asked me to be his associate in Madison for the Holstein Show in 1995," McKinven explained. "That was a big honor. I was 34 at the time."

The following year, McKinven was put on the ballot to be a judge for both the Holstein and Jersey breed shows at the 1996 World Dairy Expo.

"They called me in January of that year and told me I had won the ballot of both shows," McKinven recalled. "So, they asked me which one I would want to do, and I said, 'Well, I'll do both.' Now, Madison only allows you to judge one breed per year, so I was probably the last one to judge more than one breed at Madison in a single year."

Obviously, McKinven has judged thousands of cattle since his debut as an Expo judge in 1996, but he said he still remembers the highlights of every show he's placed.

"The first time I judged Madison is memorable because of the pressure. I named a cow Grand Champion that not everybody had heard of, Buggs Blackstar Buffy, and I didn't know who she was either," he recounted. "She was 12 days fresh at the time, but for me she was the best cow that day. I remember picking her as my champion; it was quite the feeling. Then, in the Jerseys, I named Waymar Patrick Nadine as the champion; she was a tremendous Jersey."

From 1996 to 2014, McKinven has judged six breeds, with only the Guernsey breed missing from his résumé. He pointed out that, although each breed has different qualities, he always looks for the same kind of cow.

"I love judging all breeds," McKinven explained, "For me, a great cow is a great cow regardless of the color and regardless of the breed. I still like the same kind of cow — a well-balanced, deep-ribbed, open-ribbed and quality cow. The difference is when I look at the breed character."

For example, when you are judging Brown Swiss, you can't be extremely hard on the rump structure because you won't get the right cows on top. The breed isn't as sound in the rump structure, but they are extremely good in feet and legs."

McKinven strives to maintain

honesty and integrity while judging. He understands that not everyone is going to agree with his placings, but he wants the spectators to respect him and understand that he has done his best to place the cows the way he sees them.

"A question I get asked a lot is, 'Are you ready to judge that show? Are you prepared?'"

I say there is really no preparation. You try not to think about it, you show up and you let your eyes be the boss. You always need to go out and judge a show as they look that day, regardless of what the cows have done in the past or who owns them."

To date, McKinven has judged thousands of cows in 29 different countries. It has been 18 years since his debut as an official judge at Expo, but he still isn't immune to nerves once he steps onto the colored shavings.

"It is like being an athlete. If you don't have a little bit of nerves, it is hard to rise to the occasion. It is just natural, with anything, if you aren't a little bit nervous, you won't do as well. For me, I am not as nervous as I used to be, but I still have a little bit of a tingle in my stomach during that first class in the ring."

McKinven has also been able to see the gradual evolution of each breed he has judged since he stepped onto the shavings as an associate judge in 1995. Like Sliker, McKinven has noticed changes in the clipping and preparation of the animals.

"In the last seven or eight years, I have come to appreciate the way the fitting changes have brought the cows out to me a little more honestly. It amazes me the way they clip them tighter with the blades, and I love the hair requirement because it makes it easier to judge if everyone has the same amount of hair."

This year, McKinven will step onto the Coliseum's colored shavings yet again to place the Red and White breed show. Like every year, he is looking forward to the atmosphere and the challenge.

"It is just a show that has got that atmosphere and ambiance. People come from all over the world. That is what it is all about; you go to Madison to see people you haven't seen in a year, and that makes it so fun." ■

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## Leaders honored by World Dairy Expo

SOME people are natural leaders by design. World Dairy Expo will be honoring four such dairy leaders at the 2014 Dinner with the Stars banquet on Wednesday, October 1.

### Articulate industry leader

Pam Bolin, **Dairy Woman of the Year**, is a dairy farmer who has led all her life. Her passion for the people of the dairy industry kept her engaged in 4-H, community and industry leadership, and she has earned recognition as one of the dairy industry's most articulate leaders.



Bolin

Bolin and her husband, Dave, have owned and operated Beaver Creek Farm in Clarksville, Iowa, for over 30 years. Their mixed herd of registered Holsteins, Guernseys and Jerseys maintain high production and quality genetics.

Bolin has served as board chair of Swiss Valley Farms since 2007. Prior to that, she was on several committees for that same milk marketing organization and was active in the Swiss Valley Young Cooperator program. Bolin is also on the Corporate Board for Midwest Dairy Association and the Iowa Nutrition Advisory Committee. She previously served on the National Dairy Board, the Dairy Management Inc. Board and the Iowa Farm Bureau.

### Prominent Jersey leader

James S. Huffard III, **Dairyman of the Year**, Crockett, Va., began aspiring to leverage his family's strong foundation herd by building on early successes. He earned a Bachelor of Science degree in dairy science from Virginia Tech and then returned to his family farm to be responsible for the breeding program.



Huffard

Huffard accelerated the genetic progress of his family's production-focused herd by enrolling all of the unregistered animals in the American Jersey Cattle Association's Genetic Recovery Program. He bred many sires for A.I., including Schultz Performing Legend and Schultz Brook Hallmark. He was also an early adapter of emerging trends such as polled genetics.

Huffard started his leadership path as a director of the Virginia Jersey Cattle Club. In 1988, he was elected to the American Jersey Cattle Association (AJCA) Board of Directors, as one of the youngest breeders ever elected to that role. While fulfilling two terms, he chaired the Performance Committee and led discussions about adding

vital genetic evaluation information on individual animal's Official Performance Pedigrees.

In 2009, Huffard, along with his brother and neighbors, established Duchess Dairy which continues to grow; now marketing to over 80 stores in the Blue Ridge Mountains' area.

### Unlocked the bovine genome

Curt Van Tassell, **Industry Person of the Year**, USDA, Agricultural Research Service, Bovine Functional Genomics Laboratory, Beltsville, Md., has revolutionized dairy reproduction through his work on dairy cattle genomics. He has helped unlock genetic information in newborn animals advancing the dairy genetic selection processes. His leadership has also helped develop genetic merit predictions and associated genetic selection.



Tassell

With Richard G. Gibbs (Baylor University) and Jerry Taylor (University of Missouri), Van Tassell was project leader of the Bovine HapMap Consortium to sequence the bovine genome. Through these scientific discoveries, that group developed the foundation for genomic testing platforms. He was principal in the development of the Bovine SNP50 Chip. Modern A.I. sire selection and mating decisions are now made based on this test. Many dairy breeders have been able to capture additional value for their high-ranking animals due to his work.

### Well-known cattle judge

Lowell Lindsay, **International Person of the Year**, retired from Semex Alliance, Guelph, Ontario, after devoting his career, that spanned more than 43 years, to the dairy cattle industry. His passion for great cows has always driven his success as a promoter of Canadian dairy cattle genetics, a world-renown cattle judge and one of the most successful sire analysts in the industry.



Lindsay

As an Ontario youth, Lindsay learned how to properly fit dairy cattle, and he set the pace with his modern clipping techniques. Starting as an A.I. technician in 1968, Lindsay showed a keen interest in dairy cattle and was quickly promoted to sire analyst in 1970 at Central Ontario Breeders, now EastGen.

Perhaps best recognized as a professional judge, Lindsay has taken on more than 200 show assignments since 1960 in more than a dozen countries. He was honored in the 2013 Canadian Agricultural Hall of Fame for his dairy industry contributions. **H**

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# Top dairy seniors feted

**T**HE National Dairy Shrine has announced the selection of seven Student Recognition Award winners. Talented in and out of the classroom, these students represent the best of the best dairy students across the nation.

University of Minnesota graduate **Erin Daninger** of Forest Lake, Minn., is the top award winner and recipient of \$2,000. For more on Daninger, see page 576 of the September 10 issue. Second-place honors (\$1,500) went to Selinsgrove, Pa., native, **Roxanne Seltzer**, a recent Virginia Tech graduate.

Seltzer graduated summa cum laude with a bachelor's degree in dairy science and communications. During her time at Virginia Tech, she served in numerous leadership positions in the school's dairy club and was a member of the Dairy Challenge team, Collegiate FFA and the College of Agriculture and Life Sciences (CALs) ambassador team. Seltzer's internship experiences with Zoetis and on a 300-cow dairy taught her dairy herdsman-ship, people management and milk quality skills she will use in a future career. She plans to be employed in the industry and use both her dairy and communications skills as well as work with her fiancé to provide an educational experience for con-

sumers on their dairy farm.

The following students will receive \$1,000 awards:

A double major in dairy science and biology, **Jessica Hammerand** received her degree from Iowa State University. She participated in dairy judging contests across the country and was an involved member of the Iowa State Dairy Science Club and Gamma Sigma Delta. Known for her quick and accurate responses, Hammerand earned many accolades in national Holstein, Brown Swiss, Ayrshire, Guernsey and 4-H dairy bowl and dairy jeopardy contests. She is a past Iowa Dairy Princess and plays a key role in her family's registered Holstein and Brown Swiss farm. She is pursuing a career in research and development, specifically in udder health or reproduction.

**Taylor Pires** is a graduate of California Polytechnic State University where she majored in dairy science and minored in agricultural communication. She was a member of the Dairy Challenge team that received Platinum honors in 2014, the dairy judging team, Los Lecheros Dairy Club, Associated Students Inc., Agriculture Communicators of Tomorrow and Collegiate FFA. She participated in a number of communications internships and

part-time jobs with *Hoard's Dairyman*, World Wide Sires, California FFA and the Brock Center for Agricultural Communication. She is pursuing a career in agricultural public relations and communications with plans to eventually become a professor.

A native of California, **Emilie Strand** is a graduate of Cornell University with a degree in animal science. She was a member of the dairy club, Senior Dairy Fellows, Cornell Farm Bureau Club and Farm Credit Fellows while attending Cornell. An accomplished dairy cattle judge, Strand was named the high individual overall at the All-American Intercollegiate contest. She gained experience in the agriculture industry through a wide array of work and internship experiences at Alta Genetics, Cornell University Research Center, USDA Office of Communications and Beretta Family Dairy. After graduation, Strand will enter Farm Credit East's career development training program and eventually plans to obtain an MBA.

University of Minnesota graduate **Tyler Otte** earned a degree in animal science. A very active student, he was a member of the Dairy Challenge and dairy judging teams, and served as president of

the dairy club and vice president of Delta Theta Sigma. He was a member of the high team overall at the Accelerated Genetics and North American International Livestock Exposition Intercollegiate judging contests. His coursework and internships at Golden Oaks Farm and with Genex/CRI grew his interest in reproduction and genetics. He has accepted the herd manager position at Quarry Hill Dairy in Rollingstone, Minn.

**Brandon Scharping** graduated from the University of Wisconsin-River Falls with a degree in dairy science. This past year he simultaneously fulfilled his credits for his senior year while attending his first year of veterinary school at the University of Wisconsin-Madison. He is currently treasurer of the Bovine Club at vet school and a student representative on the Wisconsin Veterinary Medical Association executive board. Scharping was a part of the UW-River Falls Dairy Club, Order of Omega, Alpha Gamma Rho and UW-River Falls Student Senate. This summer he will be an intern for Genex/CRI and conduct a research project with the Wisconsin Diagnostic Laboratory. He plans to become a veterinarian that serves dairy farms and utilizes embryo transfer. #



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# Luke Huysman receives Graduate Production honors

CENTRAL New York native, **Luke Huysman** is the 2014 Graduate Production Award winner for the National Dairy Shrine. The \$2,500 award, sponsored by Elanco, is designed to recognize and encourage those who graduated from college within the past nine years to pursue careers in commercial dairying.

Huysman, who did not grow up on a farm, began acquiring his dairy herd while working on local farms during high school. Given a Brown Swiss calf as a birthday present, he traded labor for ownership in ani-

mals and amassed a herd of over a dozen-plus animals that helped pay for his university studies at SUNY Morrisville and Cornell University. While studying dairy science, Huysman worked on area farms and participated in Cornell Dairy Fellows and the North American Intercollegiate Dairy Challenge.

After graduation from Cornell, Huysman worked as a dairy farm manager at Hemdale Farms, a dairy in Seneca Castle, N.Y. In 2008, owning 70 cows and 120 heifers in his personal herd, he used his animals

as assets to enter into a partnership with Bret Bossard and Barbland Farm owner Chip Engst. The three formed a business partnership, Barbland Dairy LLC, and later a second company to purchase another farm in 2013. With Bossard, he oversees daily farm operations for 1,480 cows along with feed and crop management on 3,700 acres.

Huysman credits his business success to his family and Chip Engst, a long-time mentor and now business partner. He attributes the growth of his initial herd to his family's

willingness to share their land and assist with his herd's day-to-day needs when he didn't live in the area.

"Luke did very well as a student and worked extensively on two dairies to use his pay to buy cattle and feed for heifers when they were housed with his family," says David Galton, professor of dairy management at Cornell University. "Luke is a tremendous example of how young people who do not have a family farm opportunity can use cattle ownership as a means to join a dairy business." **H**

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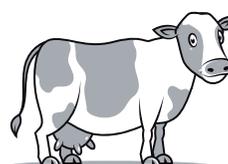
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ANNUALLY, National Dairy Shrine sets aside time to recognize outstanding youth who will make significant contributions to our industry's future. Combined, the future leaders featured on this page will receive \$21,000 in scholarships to help fund their college educations. In all, National Dairy Shrine will award over \$40,000 in scholarships this year.

## Klussendorf and McKown scholarships awarded

THE Klussendorf Association and McKown Fund are excited to announce seven recipients of this year's \$1,500 scholarships. These scholarships are presented annually to students in their first, second or third year at a two-year or four-year school majoring in dairy science, animal science, agribusiness or other related majors that will develop the skills needed to pursue a career in the dairy industry.

**Randy Edwards**, a native of Hilmar, Calif., is one of three Klussendorf scholarship recipients. Edwards studies dairy science at Cal Poly where he is actively involved with the Cal Poly dairy club and judging team. After college, Edwards is looking forward to a career in the dairy industry, potentially in nutrition or genetics. Edwards has been successful in cattle judging at FFA, state and national competitions. Additionally, Edwards is the owner and herdsman for his own registered dairy heifer ranch with over 30 animals.

A native of Ogden, Utah, and Pappy's Farm, **Lacey Papageorge** has been an active member of the dairy industry her whole life. Papageorge works with the farm's show cattle; she has taken on the responsibility of training, caring for and showing at her county fair all the way to World Dairy Expo. In addition to showing, Papageorge has excelled within FFA and cattle judging. She has received FFA state dairy judging high individual and winning team, her FFA degree and held chapter FFA officer positions. She is also active in her county having served as the Weber County Dairy Ambassador, show superintendent and women's president. After graduation from Utah State University, Papageorge hopes to work within the dairy food and processing sector.

**Kelly Raterink** grew up on her family's farm in Zeeland, Mich., milking 75 Holsteins and raising replacement heifers. Raterink is also building her show string and hopes to take over the family farm. Her goal is to build a strong show cattle herd for exhibiting on the national level. Outside of her farm activities, she is currently a student at Michigan State University studying animal science with the goal of becoming a large animal veterinarian. Raterink has an illustrious history with dairy judging and quiz bowl contests, having won or placed high in competitions throughout the Midwest.

**Elizabeth Davis**, from Union Bridge, Md., is one of the awardees of the McKown scholarship. Davis was a member of Virginia Tech's 2013 National Championship dairy

cattle judging team and was second high individual. She was also a Holstein USA Distinguished Junior Member semifinalist. She serves as a chair in Alpha Zeta, VA Tech Dairy Club and as a Hokie Ambassador. Davis is currently a junior at Virginia Tech, majoring in dairy science. Her aspiration is to contribute to the dairy industry through advancements in physiology.

Growing up on a small Holstein farm in Howard, Pa., **Isaac Haagen** has been an active part of his family's farm. Haagen is particularly involved with the herd's genetics, herd care and show animals. Outside of his farm commitments, he attends Penn State University with aspirations of receiving his master's degree and Ph.D. in animal science. He was a Holstein USA Distinguished Junior Member finalist and received high team and high individual honors at the National Intercollegiate Judging Contest. Haagen hopes to mentor the next generation through 4-H and dairy judging. He interned with Alta Genetics to gain greater experience in the A.I. industry.

**David Hardesty** grew up on a registered Holstein farm in Berryville, Va. His upbringing on the family farm has instilled his passion for the dairy industry and involvement with maintaining the herd. Hardesty is active outside his family farm as well, with an accomplished history of dairy cattle judging and academic achievements. He placed third high individual in the World Dairy Expo 4-H judging contest. His honors within school include college dean's list, pre-vet representative for a student organization and National Honor Society. Hardesty now attends Bridgewater College with ambitions of becoming a large animal veterinarian.

**Chad Horst** is an accomplished breeder, judge, showman and student from Newmanstown, Pa. At Penn State University, Horst is involved with the Alpha Zeta fraternity and the Dairy Science Club, where he served as the Nittany Lion Fall Classic sale chair. Horst has excelled in the show ring, earning top 10 finishes at World Dairy Expo with some of his cattle. He received All-American recognition for dairy judging at the World Dairy Expo and National 4-H contests, and had success internationally where he was high individual at the Scottish Highlands International Contest. Coming from Lynncrest Holsteins, Horst is involved with all aspects of the farm. His goal is to maintain a profitable dairy farm, strong breeding program and a long career in the industry.

## First Sophomore Merit scholarship winners announced

INAUGURAL recipients of the National Dairy Shrine Sophomore Merit Scholarships have been announced. One \$1,500 and three \$1,000 scholarships were awarded to sophomore undergraduates interested in a dairy career.

**Bethany Dado**, Amery, Wis., is pursuing a double major in dairy science and genetics at the University of Wisconsin-Madison. She is active in the Badger Dairy Club, Collegiate Farm Bureau, Undergraduate Genetics Association and UW Marching Band. After graduating, Dado plans to earn a doctorate in dairy science and she hopes advance genetic knowledge to help feed a growing world population.

**Mary Liebenstein** is enrolled in the University of Minnesota's VetFAST program. She is active in the Gopher Dairy Club, Block and Bridle and Collegiate Agri-Women. She was also active in dairy cattle judging through 4-H. This summer,

Liebenstein worked on a 1,200-cow farm in Wisconsin to gain more herd management and veterinary skills.

**Shannon Rodeffer** of Snohomish, Wash., attends Iowa State University and majors in dairy science and business. She is active in dairy science club, Alpha Zeta and ISU Student Federation for Agriculture. Rodeffer interned with the Pacific-Northwest Federal Milk Market Administrator and was selected for the Jersey Youth Academy. She hopes to take a role in business management or analysis with the USDA.

**Colleen Smith** is entering her third year at Cornell University. Smith, of Pine Plains, N.Y., stays active in the Cornell Dairy Club, Collegiate FFA and Collegiate Farm Bureau. She was also selected as a fellow to the Agriculture Future of America conference. This summer, Smith interned on a 4,800-cow dairy in Florida and hopes to become a reproductive management consultant.

## Iager scholarship awarded to Kamphuis and Pung

THE National Dairy Shrine is pleased to announce its recipients of the 2014 Iager Dairy Scholarship that was created by an endowment from the Charles and Judy Iager family of Fulton, Md. These \$1,000 scholarships are awarded to second-year students enrolled in a two-year agricultural school, with plans to pursue a career in the dairy industry.

**Derrek Kamphuis**, of Brandon, Wis., is currently in his second year at the UW-Madison Farm and Industry Short Course. His interest in the dairy industry began at an early age and later developed into a goal to provide a wholesome product.

Kamphuis has served as vice

president of the Laconia FFA and as treasurer for Fond du Lac County's Junior Holstein Association. He plans to return to his farm with his brother and expand the herd.

**Allison Pung**, a Portland, Mich., resident, is a second-year student at the Michigan State University Institute of Agricultural Technology. She first studied athletic training before seeking a career in the dairy industry after an accident put the family farm in jeopardy.

This summer, Pung is interning on a farm in California and will look into furthering her education in agribusiness management before returning to the family farm.

## Sorg and Broege awarded McCullough scholarships

GABRIELLA Sorg of Hastings, Minn., and Kristin Broege of Janesville, Wis., have been selected as winners of the 2014 Marshall E. McCullough Scholarship given in memory of Marshall McCullough, the well-respected nutrition researcher and educator from Georgia. The scholarship is presented to two high school seniors planning to attend a four-year college or university to major in an agricultural communications field.

Receiving a \$2,500 scholarship is **Gabriella Sorg**. Sorg graduated at the top of her high school class. She plans to use this scholarship as she continues her education at the University of Minnesota, where she will major in animal science with an emphasis on business and industry communications. Sorg grew up

on her family's 300-cow dairy where she helps with feeding, milking and other chores. She has also exhibited her family's cattle at the county and state level for the past 10 years. While in high school, Sorg was active in National Honor Society, orchestra, choir, Alpine ski team, tennis, 4-H and FFA.

**Kristin Broege** will receive a \$1,500 scholarship for her education at the University of Wisconsin-Madison as a dairy science and life sciences communications major. Broege grew up on her family's 350-cow Holstein dairy near Janesville, Wis. In high school, she was active in FFA, 4-H and the Wisconsin Junior Holstein Association. Broege is currently serving as the Wisconsin Holstein Princess Attendant.

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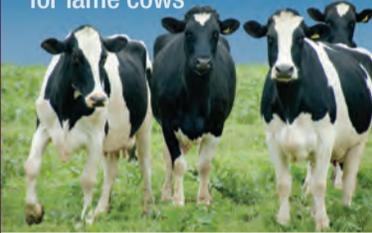
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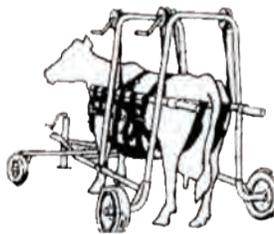


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## THE JOURNEY TO THE



by Chelsey Johnson

**M**USICIANS often travel many miles on tour to gain exposure for their music. Sometimes aspiring bands live day by day, mile by mile, not always knowing where they will sleep or play next. Other well-established musicians travel in large first-class tour buses. New and established musicians alike recognize the importance of exposing their live genuine sounds to show exactly who they are and connect with new fans.

Herds that travel to World Dairy Expo from thousands of miles away are much like these musicians. Whether it be a small trailer or a shining double-decker, each herd comes with the goal of showing what a print flyer or a website cannot; that they own some of the best cattle in North America — up close and personal, in front of a worldwide audience, on the biggest stage.

### Living on the edge

Todd Moore, one of the owners of Lavon Guernseys of Plano, Texas, could probably give a band manager a run for his money after the 2013 show season. From July 8 to the day his trailer pulled into the gates of World Dairy Expo, his prized Guernseys stepped into the show ring of three state fairs and the All American Dairy show — a total of nearly 4,000 miles traveled.

“We have a unique situation this year,” Moore explained. “This is the first year we have ever done something like this, but we felt we had some cows that needed to be shown.”

Moore’s Guernseys made their debut at the Ohio State Fair on July 29, after traveling just over 1,000 miles. Their state fair tour kicked off with Snider’s Demand Alabye-ET, one of the cows from their string, taking Grand Champion.

Then Lavon Farms packed up their herd, left Ohio on August 8 and rolled into the Iowa State Fair the very next day. With a short turnaround time, on August 11, they packed up again. From Iowa, they traveled about 600 miles and arrived at the Kentucky State Fair on August 13. At the Ken-

tucky State Fair, Lavon Farms Rowe Ready, another Guernsey from the string, took Grand Champion.

After the three state fairs were completed, they reduced their show string from 19 animals down to 15. Moore noted that they selected the animals that placed the best and also that seemed the most physically able to withstand more traveling. From the Kentucky State Fair, Moore’s Guernseys traveled about 90 miles to Rocky Run Holsteins in Greensburg, Ky., where they stayed for 18 days.

“We wanted to keep our cattle as far away from the hot weather of Texas as possible,” Moore pointed out. “We met the folks from Rocky Run while at the Kentucky State Fair, and they were generous enough to let us keep our cattle there. That’s what this is all about. You get to meet new people and see people you only see once a year.”

The tie stall barn setup at Rocky Run allowed for Moore and his crew to milk, feed and bed their cows comfortably. The stay in Kentucky was interrupted by another stop on their tour, the All American Dairy Show in Harrisburg, Pa. At the Harrisburg show, for the third time on the summer’s show tour, a cow from the Lavon string, Lavon Farms Gemin Jill, took Grand Champion.

Once more, the remaining cows of the Lavon Farms’ show string were evaluated, and seven more cows were sent back to Texas. The remaining cattle backtracked to the Rocky Run barn. They stayed in Kentucky until September 27 when the string departed for the more than 500-mile drive to World Dairy Expo.

During the 84-day stint of traveling, the cattle had at least four people traveling with them at all times. Moore hired semis to transport the cattle from state fair to state fair and borrowed a trailer from a friend in Ohio to bring the cattle to Madison and haul them home again. The drive between each show was always less than 12 hours, so Moore’s crew never needed to stop for milking before reaching each destination. However, Moore mentioned a few keys to his cattle’s ability to withstand such a tour.

“Twenty-four-hour care and feeding

a lot of hay are musts,” Moore noted. “From the start of this trip, these cows have been under constant care. The trip to World Dairy Expo is worth it, though. If you want people to see your cattle, this is the place to be.”

After his seven homebred Guernseys completed their tour at World Dairy Expo, they traveled 985 miles home. The trip required one stop for milking.

“We hope to meet another friend along the way who will let us stop and milk. After all of these days of traveling, we are living on the edge,” Moore added. (Editors’ note: Moore and his Guernseys stopped at Rocky Run in Kentucky on their way back to Texas from World Dairy Expo.)

### Across the border

Westcoast Genetics may not have been on the road for 80-plus days, but their travels were another test of endurance. With 19 cows loaded into a double-decker trailer, Westcoast Genetics traveled 40 hours, more than 2,000 miles, across the Canadian border to Madison.

Located in Chilliwack, British Columbia, the Westcoast prefix is only in its third year of existence. However, a string with high-quality show style and deep pedigrees has justified the young herd’s travels to World Dairy Expo each of those years.

The Kooyman brothers who operate the largest dairy in all of Canada, Chilliwack Cattle Company, own the Westcoast herd. Joe Hoffman, a California native, oversaw the show herd’s travels in 2013. Hoffman is no stranger to transporting cattle long distances since, prior to working with the Westcoast herd, he spent several years managing Excelsior Farms, located in Corona, Calif.

“We had attended the Western Fall National in Washington, so all of our paperwork, lineups and tattoos to cross the border were already taken care of,” Hoffman explained. “Everything went smoothly and efficiently at the border.”

Their travels continued from the border to Hampshire, Ill. Here, Lindale Farmstead Holsteins welcomed the Westcoast cattle and made room for the string in their barn.

“We spent the week in Illinois to get the cattle acclimated to the weather and feed,” Hoffman explained. “This is the first year that we have done this, but it went well.”

During three days of traveling, the string stopped three times to milk the cows. When they were lucky, they were able to stop at a farm setup to milk. But when a farm isn’t available, a gas station is the next option. With portable milkers and three people milking and passing milk down from the trailer to be disposed of, one milking took about 1 hour and 10 minutes.

### A family affair

Traveling to Madison from just the opposite direction of the Westcoast cattle, GMC Farm of Cornish, N.H., has a long track record and many stories to share of transporting its show quality Milking Shorthorns and Jerseys to World Dairy Expo.

For the Clarks, making the 22-hour trip west means teamwork from the whole family, not just on the road, but also to keep their farm operating at home. This year, three members of the family, father Greg, and son and daughter, Gregory and Brooke, rode with their trailer carrying six cows and three heifers. Their mother, Marcia, and daughter, Lindsey stayed home to manage the 70-cow herd in New Hampshire.

Since 1990, the Clark family’s memories of traveling to World Dairy Expo are made interesting with several mishaps such as hitting a deer, losing the duals on a truck and losing a wheel bearing.

“This year was one of our better drives,” Gregory explained. “We blew a tire, but we had just pulled into a gas station, so we were able to change it quickly and get back on the road.”

The Clarks noted that they often attract attention when they stop to milk the cows using the portable milking units and air line set up in the trailer.

“We enjoy explaining what we are doing to curious people every time we stop to milk the cows along the way,” Gregory noted.

Despite the bumps along the 1,100-mile drive, and coordinating the travels of family members throughout the week, the Clark family keeps coming back each year.

“World Dairy Expo is a place to see friends, spend time with family and promote your farm,” Gregory shared. “People can see your cows pictured, but it is much greater promotion for people to see your cows in person on the biggest stage there is.”



**MANAGING A SUMMER SHOW STRING** is akin to conducting a fine-tuned orchestra; it takes time, patience and coordination to keep everything in harmony.



The author is a senior dairy production and ag communications major at South Dakota State University.

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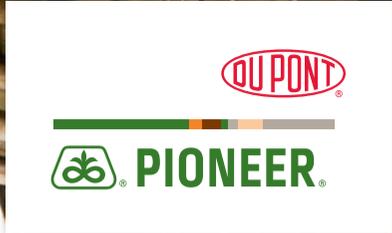
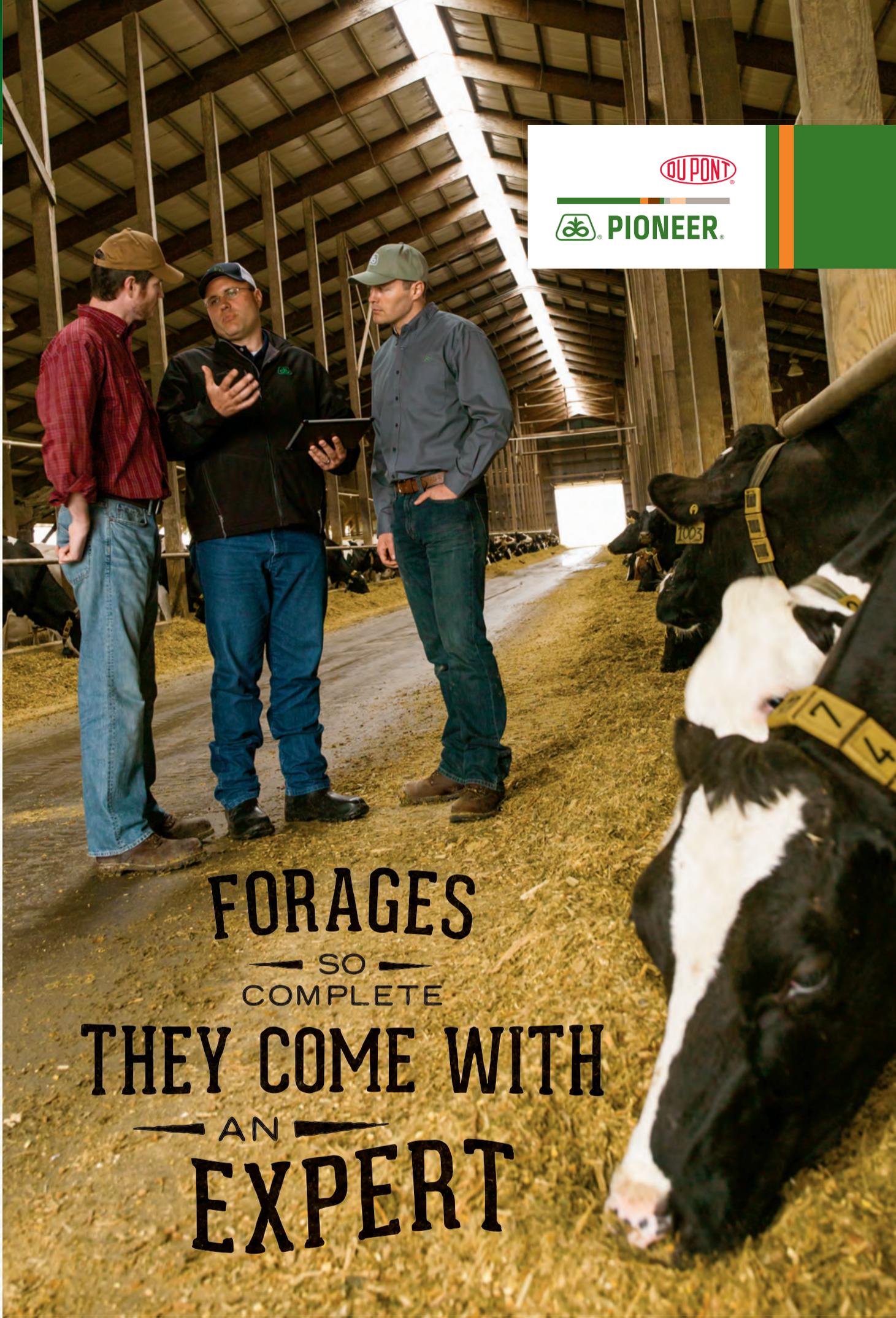
“High grain prices last year had corn silage growers focused on preserving nutrients and feed quality in the corn silage they harvested,” says Bill Powel-Smith, DuPont Pioneer dairy specialist. “Growers haven’t forgotten those lessons this year, and inoculants are playing an important supporting role in cost-effective feed management plans.”

The most basic function of inoculant on silage is to rapidly reduce pH levels and speed up fermentation immediately after harvest by eliminating oxygen while retaining valuable nutrients (starch and sugar). Specialized inoculants also reduce heating on large bunker faces and at feedout to increase bunklife, palatability and dry matter intake.

Silage left to ferment on its own is literally consumed by naturally occurring bacteria, which damage nutrient feed value by devouring high-value, water-soluble carbohydrates. The result is nutrient loss, also known as dry matter loss and shrink, and this is the primary problem inoculants are designed to solve. Feed lost to shrink means lost energy value that must be replaced with higher-cost grain sources in the ration.

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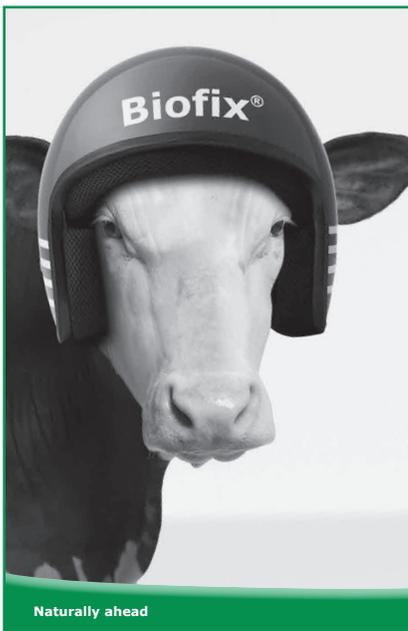


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# Finding an Expo strategy

by Hoard's Dairyman staff

FROM vaccinations and ultrasounds to tractors and milking equipment, the companies attending World Dairy Expo cover each and every need a dairyman may have. While some of the more well-known companies are looking for continued brand recognition, others are trying to make their very first sale. Some exhibitors are confined to a geographic region while others reach the entire planet. Companies work to achieve sales and outreach goals in very different ways. Each of the 800-plus companies on the Expo grounds spends months perfecting their methods to attract Expo attendees to their booths.

## The nose knows

The Wisconsin Beef Council's executive director of 14 years was previously a dairy and beef producer. Through his time on the farm, John Freitag knew that nothing drew a crowd better than free food. Freitag says that the Council, which pairs with the Cattlemen's Beef Board to staff and fund the booth, has held a place at World Dairy Expo as long as he can remember. The Council works to communicate their mission and goals with both beef and dairy producers throughout the show, but drawing people in starts with a smell — that of cooking beef.

"We're just trying to create awareness of the dairy industry being a part of the beef industry," Freitag explained. "We want them to see our handout materials, see and taste the latest cuts firsthand, and talk to them about what we do."

About eight years back, they started up the flattop cooker to make beef available on the spot. "It creates a nice buzz at our booth when we start it up. Everyone can smell that all the way down the north hallway of the Exhibition Hall," Freitag explained.

Wisconsin's Beef Council benefits from the exposure to producers, Freitag says, and he hopes to continue exhibiting for years to come.

## New and old

A new company on the scene in 2013 was also a familiar face; Zoetis, a publicly traded animal health company, created in 2013 as a spin-off of parent company Pfizer. With the name change came a new logo, new company colors and new strategies for one of the industry's largest companies by sales.

To raise awareness, Zoetis launched an on-grounds campaign through "billboards" on the back of benches throughout the Expo grounds and encouraged everyone to digitally send pictures of themselves through social media with the Zoetis branding in the background.

"In addition to getting the new brand on social media, we sent producers visiting our booth to our Dairy Wellness site. This let everyone feel

like they had a connection to Zoetis through a monthly newsletter and showcased that we are a good company with good resources they can use," Jessica Wolf, a Zoetis marketing communications manager, explained.

Wolf's daily duties include a range of communications responsibilities for the Zoetis brand, such as training the sales force and coordinating their dairy brand managers. One big task is the Zoetis dairy national trade shows, including World Dairy Expo and World Ag Expo.

Since, according to Wolf, the industry is still learning that Zoetis is the former Pfizer Animal Health, their strategy of getting the word out about who they are will continue for a few more years.

"But, obviously, our sales people will continue to use Expo to make direct contact with customers and meet our business goals," Wolf added. "Overall, though, I think we'll continue to focus on brand awareness as a strategy, sharing the Zoetis name and making sure the industry knows who we are. We'll continue to promote our brands but also use Dairy Wellness to make the connection between Pfizer Animal Health and Zoetis."

## Names to results

While using smartphone cameras and scents to achieve your goals are unique ways to reach an audience, the old-fashioned way of doing sales still works. Just ask Roger Turner, Jetstream Genetics, a privately owned company run by farmers and businessmen that seeks opportunities in dairy genetics with an equivalent of just over one full-time employee.

"We want to be a low-cost and low-overhead company for farmers and investors to get a return on their investments," Turner said.

The company started in 2011 and grabbed its first booth in 2012 at World Dairy Expo. They purposely tried to get as close to the show ring with their booth space to stay near those most interested in genetics.

"We wanted to be as close to the show as we could. Not to take anything away from the Exhibition Hall, but being a small company we thought we needed to be as close to the ring as possible. We're close to an entry area from the outdoors and into the arena seating as well," Turner said.

To grow business, Jetstream holds a drawing for a prize each year at each show. The first year's prize was a big screen TV, and last year's offered free semen.

Their drawing entry sheets provide information for future leads and electronic communication, but their overall booth strategy has proven successful. "We have tangible proof that our booth has paid for itself," Turner said. "A few international deals would likely have never occurred without our World Dairy Expo location." ■

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