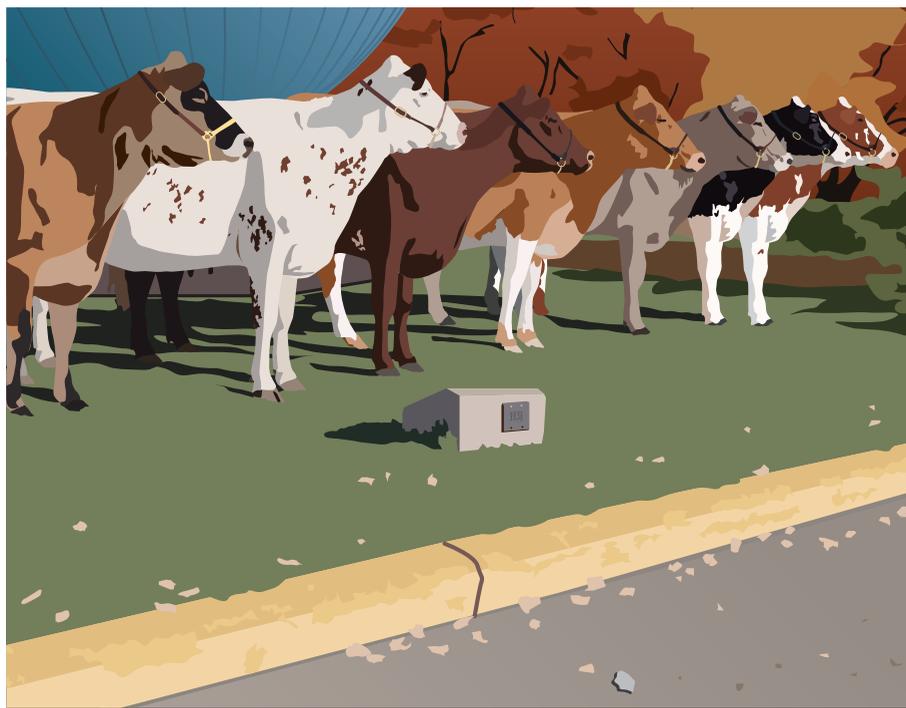


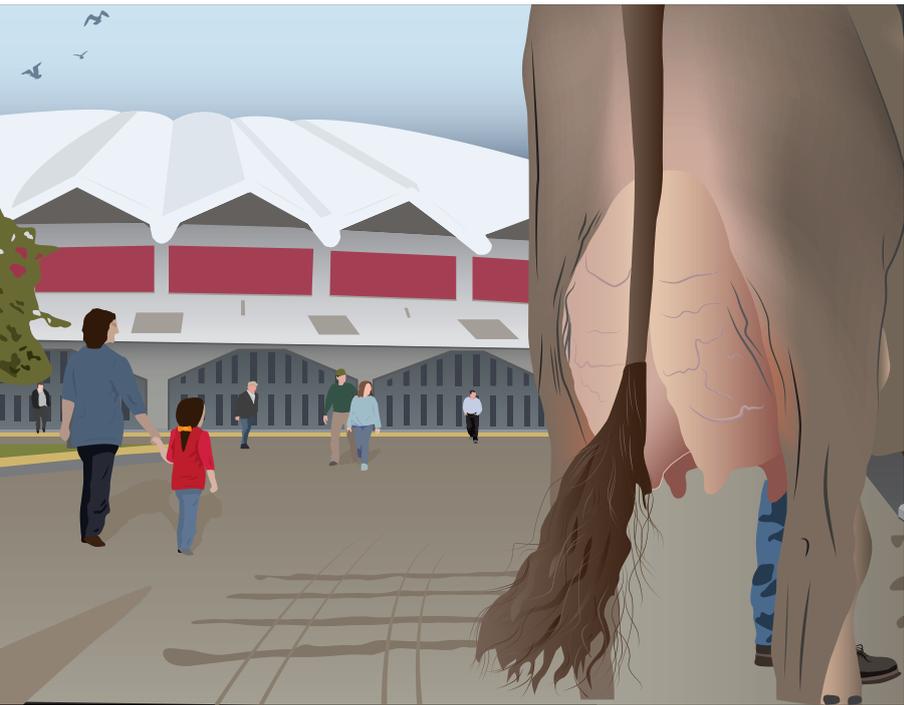
HOARD'S DAIRYMAN



WORLD DAIRY EXPO

M A D I S O N • W I S C O N S I N

October 4 to 8, 2016



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 and maps
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“I’m on a never-ending quest... constantly challenging my Cargill Consultant on new ideas I’d like to test. I always push for more. More milk, more components and more margin.”

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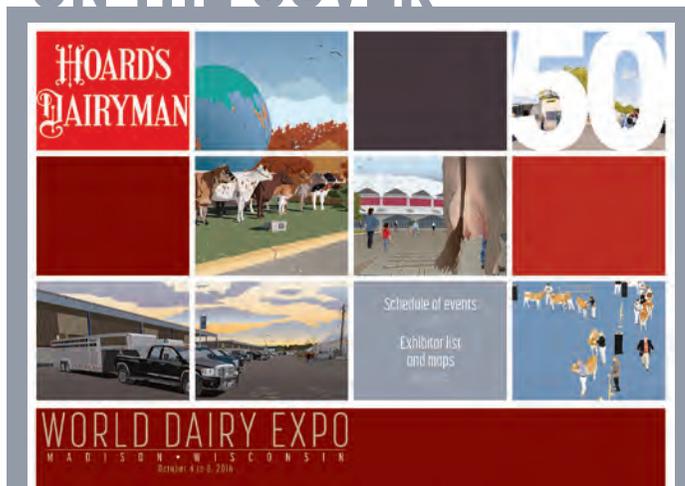
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ON THE COVER



We each have our favorite spot or favorite image of World Dairy Expo, but it's not until we put them all together that we get to experience the bigger picture. It's a snapshot of the dedication, commitment, and sometimes tears that have captured the hearts and minds of the dairy industry over the last 50 years. That's certainly something to celebrate.

To learn more about the cover illustrations or to purchase a limited edition 50th anniversary poster, visit www.hoards.com/bookstore/WDEP.

Cover design and illustrations by Ryan Ebert, Art Director.



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Admission costs

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

Future Show dates

OCTOBER 3 to 7, 2017
OCTOBER 2 to 6, 2018
OCTOBER 1 to 5, 2019
SEPTEMBER 29 to OCTOBER 3, 2020



He placed the trade show on solid footing

So important was Joe Gilbert to World Dairy Expo's success, he was named the second Friend of Expo in 1982.

by Hoard's Dairyman staff

A TRADE show innovator, Joe Gilbert doubled the exhibit space, created the Commercial Exhibitor Committee, developed curbing to stop water flow through exhibit tents, and even designed the first system for a more orderly procedure for ingress and egress of the new Exhibition Hall.

The trajectory for today's World Dairy Expo trade show began to take shape under the guidance of Bev Craig, who took over the reins as the World Dairy Expo general manager in 1969. Craig enlisted the assistance of Joe Gilbert, who just happened to be the husband of newly hired Expo staffer Maxine Gilbert.

While Craig retired after 11 years at the helm, Gilbert continued on, serving as the lead volunteer working with commercial exhibits through the early 1990s. In 1987, Gilbert even served as interim general manager after the full-time general manager was badly injured in an auto accident after World Dairy Expo. The very next year, Gilbert teamed up with newly hired general manager Tom McKittrick to double the trade show's size between 1987 and 1988. We recently caught up with Joe Gilbert to talk more about his long shadow and resulting legacy with the show.

How did your wife, Maxine, become one of the first employees of World Dairy Expo?

It just happened.

Bev and Bettylea Craig were very close friends of ours. Bev had just been appointed as the second executive director of World Dairy Expo.

We went to play bridge with the Craigs . . . and Bev and Maxine got to talking about his new job. He went on to explain "I've got to find somebody to become my assistant."

Maxine said, "Here I am."

Maxine had just decided to go back to work after our children were in school, and she was looking for a career. Bev jumped at the chance . . . not only because he knew Maxine, but he knew she was an exceptional person. Maxine is very smart and very capable.

How did Bev and Maxine then convince you to help with the trade show?

Bev knew that I had a full-time job, and I was kind of nearing retirement and had vacation time that I could use at Expo time. He wanted to know if I would be able to help during my vacation.

"We don't have any money, and we don't have any extra staff to support you. You would be the trade show representative," is what Bev said.

What kind of person was Bev Craig?

Bev was an ideas man.

He would create ideas and it was up to you to carry them out. He didn't care whether you could or not; you were expected to pull it together.

Bev was ideal for the job; he was a good salesman. In terms of selling tickets and space, he'd get the idea how that should be done and then you carried it out. "You see a problem, deal with it," he would say.

It helped that we worked very closely with the board of directors because we were all plotting a course that none of us knew exactly where it would take us. Up to that point, we had no substantial evidence that World Dairy Expo would ever turn out . . . but the board had that vision . . . but those of us who were working at this task could only see mountains ahead of us.

Talk about those show-related mountains.

Here we were moving onto a fairgrounds that had dilapidated buildings in the late 1960s. The barns were rundown because those buildings were slapped together. The thing that did make the grounds attractive was the new Coliseum. If it hadn't been for that new building, there was nothing that we could use to grow the show long term. We struggled to get the fairgrounds in shape. We had no tools, we had no equipment to handle any kind of hoists or unloading equipment. The fairgrounds did not have a large staff that could be dedicated at the time for World Dairy Expo. We had to rewire the fairgrounds each year to provide electricity out to the parking lot for the large exhibitor tents housing the trade show exhibits. We went on that way for years.

What we needed was money, and that was a big hindrance. The first years were very provincial, very much related to Wisconsin and the surrounding Midwest states. We even prayed for rain so the farmers couldn't farm and had to come to the show. Of course, our attendance was always up when it rained.

How crucial were volunteers?

When Bev took over the show, it was still a 10-day show. Talk about burning out volunteers. Even so, we had a lot enthusiasm and a lot of

FROM RAG TENTS TO THE MODERN-DAY Exhibition Hall, Gilbert nurtured the trade show. Among Gilbert's innovations that continue to this very day are the Exhibitor Policy and Guidelines, the Commercial Exhibitor Committee, and Exhibition Hall's easy-in, easy-out docks. Those are among the comments he shared at the 2015 press conference for the *We Need A Showbook*.

people pitched in to help. I recruited some volunteers to help with the trade show. My main job was always with the commercial exhibits and we really needed help in that area in the early years.

How was Madison's mayor, Henry Reynolds, was he very supportive of the early show?

Mayor Reynolds was just like Bev Craig —sell, sell, and sell. He also was very clever and was a community thinking kind of guy. If it was good for the community, it was also good for Henry.

We had no really good office space at all. We were always begging, borrowing, and stealing space. Henry offered us space in his warehouse where we could set up an office for World Dairy Expo. We did that for two or three years. Mayor Reynolds also owned Reynolds Transfer and Storage. He offered to have booths shipped to his facility, delivered them to the show, and even shipped them back to the vendor free of charge in those early days. Wow, that was really something! He was quite a guy.

How did you become interim general manager for the show in 1987?

By 1987, Bev Craig had retired as executive director, and Brad Rugg had taken over as executive director. At that time, I had been volunteering mostly at Expo time only for many years and routinely took two weeks vacation before and during the show to help out. After that 1987 show, Brad Rugg was involved in a bad car accident and we were in a bind.

Professor Jim Crowley came to me and asked, "Would you be interested in closing out the 1987 show as interim general manager?"

I said, "How can I close it out? I don't know all the interworkings."

"Just get it done," Jim said.

Doc Jim went on to say that he would close out the cattle show as he served as dairy cattle superintendent and that "you close out the rest of the show." That included finalizing contracts and settling bills.

How did your role as the commercial exhibitor coordinator evolve?

I had to start laying out and taking orders for the spaces for the 1988 show and keep the thing rolling. I took on a lot more duties in that respect such as laying out the outside exhibit spaces, ordering the tents, and making sure that we had enough space for all the exhibits we sold. I was in charge of that whole commercial exhibit area.

How did you help get the trade show on solid footing?

World Dairy Expo hired Tom McKittrick next as general manager. Tom was one heck of a leader. He was born to be a leader.

Tom came aboard in July 1988. He went around and got to know the people, and he came into my office and said to me, "What do you do?" So I filled Tom in.

Tom responded, "Well now, we've got to put some zip into this show. No more order taking on the trade show. Potential exhibitors will not be contacting us, we're going to contact them."

I said, "I am not a salesperson."

He said I was about to become one because "you're now the sales manager."

I was concerned. "I don't know how to handle this; you're setting me up to fail," I said.

He said "No, I'm not. Tomorrow morning I'll see to it that you get on your way."

So the next morning he came in with a whole

continued on page 70 >>>

Exhibitor list and guide

Locator code:	AL = Arena Level, Coliseum	TC = New Holland Trade Center
	MC = Main Concourse, Coliseum	AR = Arena
	EH = Exhibition Hall	TM = Trade Mall

Highlighted exhibitors have advertisements in this supplement.

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A.I. TagsAL 204
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 Hubbard Feeds.....EH 4008-4109
 Huber-Technik.....TC 884
 Humane Manufacturing Company...TC 895-896
 HydroGreen Global Technologies.....TC 821
 Hygieia Biological Laboratories.....AL 126

I

I.D.ology.....EH 4309
 IBA.....EH 2501-2504
 IDEXX.....EH 4324
 Illinois Milk Producers' Association.....AL 160
 Images Custom Embroidery.....EH S03
 ImmuCell Corporation.....EH 2914
 Immuno-Dynamics.....MC 71
 Immvac.....EH 1706
 Imutek.....MC 15
 Innovative Additives.....TC 881
 iNovotec Animal Care.....AL 123
 INSEME S.p.A.....AL 117
 Intermizoo.....AL 174-174B
 International Cryogenics.....AL 197
 International Protein Sires.....MC 18-20
 Int'l Stock Food Corp...EH 4303-4304; 4310-4312
 Investors Bank/ Insurance Services.....EH 4504
 IVB.....AL 153-155

J

J&D Manufacturing.....EH 1101-1106
 Jamesway Equipment.....EH 3001-3106B; TM 749
 Jaylor Fabricating.....TM D
 JDJ Solutions.....EH 4013
 Jefe.....EH 1403-1404
 Jetstream Genetics.....AL 190
 JMB North America.....AR 493
 Jobe Valves.....EH 4013 & 4011-4113
 John Deere.....TM M-N & O0
 John Deere Financial.....MC 12
 Johnson's Innovations.....AR 453
 Jones Equipment Company.....TM 638-639
 Jordan Ag Supply.....AR 432
 Jourdain S.A.S.....TM 706

K

K-Line Irrigation North America.....AR 435
 Kaiwaka Clothing.....TC 845
 Kansas Department of Agriculture...MC 45tt-46tt
 Kauffman's Animal Health.....EH 1614
 Kelly Ryan Equipment Company.....AR 400-402
 KenAg.....EH 1803
 Kent Feeds.....EH 2611-2712
 Kifco.....TM 685
 Kirby Mfg.....TM 698-699
 Kleen Test Products.....EH 2715
 Koffmann Industries.....TC 847
 Kraemer Wisconsin Cheese.....EH 6111
 Kraiburg Elastic.....EH 2114
 Kuhn North America.....TM E-F
 Kunafin.....EH 1813

L

La Belle Colostrum.....EH 3615
 LA-CO Industries.....AL 172-173
 LabSource.....MC 27
 Laird Mfg.....TM 636-637
 Lakeshore Technical College.....MC 30tt
 Lallemand Animal Nutrition.....AR 494-495
 Land O'Lakes.....EH 4412-4417
 LandWood Sales.....EH 4509.5
 Larry Schultz, Artist.....EH 4420-4421
 Leap Tech.....AR 425
 LEDWisconsin.....AL 114
 Leedstone.....AL 119
 Lely.....AR 461-483 & 499; TM I-J
 Leo Agriculture.....TM 710-712
 Let's Ride Boots & Apparel.....TM AA
 Linzmeier Business Solutions.....EH 5010
 LiquiTube Marketing International.....TC 890
 Lira Animal Health Products.....EH 1614
 Livestock Exporters Association.....EH 5000
 Livestock Improvement Corporation.....TC 917
 Livestock Water Recycling.....AR 513
 Living Software.....AL 215
 Lone Star Equipment.....TM 722-724
 LOWE Equipment Attachments.....EH 1704
 Loyal-Roth Mfg. Co.....EH 4305-4307
 LuckNow Products.....TM 752-753B

M

Madero Dairy Systems.....TC 863-889
 Madison Business Improvement.....EH 4530
 MAI Animal Health.....EH 2605
 MAI/Genesis.....EH 3503
 Malaysian Palm Oil Board.....MC 39
 Manitoba Forage and Grassland...EH 1817-1918
 Manitou Americas.....TM C
 MarginSmart.....EH 5010
 Marlo Equipment.....TM 732-735
 Martin Energy Group.....MC 80
 Mary Heinze Watercolors.....MC 83
 MAST International.....MC 23-24
 Masters Choice Hybrids.....EH 2417-2518
 Mastitis Management Tools.....AL 124-125
 Maurer Stutz.....AL 159
 Maxilator Hay Handling Equipment.....TM 689
 McFinn Technologies.....EH 3514
 McLanahan Corporation.....TM 654-655
 Mensch Manufacturing.....TM 694-705
 Merck Animal Health.....EH 2411-2513

Merial.....EH 1601-1703
 Merrick Animal Nutrition.....EH 4116-4118
 Meyer Mfg. Corp.....TM P
 Michigan Dairy Tech.....AR 430
 Micro Technologies.....EH 2606-2607
 MicroMist Systems.....AR 509
 Micron Bio-Systems.....EH 3408-3509
 Micronutrients.....AL 183B
 Mid-State Equipment.....TM K
 Midwestern BioAg.....EH 1811-1812
 Milk Bar NZA.....TC 825-826
 Milk Specialties Global.....EH 3413-3414
 Milker's Helpers.....EH 5008-5009
 Milkplan SA.....EH 4114-4115
 MIN-AD.....EH 1316
 Minnesota Department of Ag.....MC 23-24
 MIOX Corporation.....TC 940
 Miraco.....EH 1815-1816
 MISCO Refractometer.....TC 822
 Mistral.....AL 106-107
 MLD Veterinary Suppliers.....MC 44
 MoDairy.....AR 500-503
 Modern Woodmen of America.....MC 9
 Monsanto.....EH 4006-4007 & 6107-6208
 Mocoall.....TC 823
 Moowell.....TC 929; EH 3511-3513
 Morton Buildings.....EH 4401
 Motomco.....MC 14
 mpengo.....EH 5004
 MS2i.....AL 228
 MSA Professional Services.....AR 447
 MSW Canadian Plastics.....EH 1304
 MTEch Dairy Solutions.....AR 433-434
 MTU Onsite Energy.....EH 2814-2815
 Munters Corporation.....EH 5011-5012
 Mustang.....TM C
 MVE Chart.....AL 226-227
 MWI Animal Health.....EH 2606-2607
 Mycogen Seeds.....AR 476-478

N

9 Dot Solutions.....EH 3511-3513
 Nasco.....MC 1-5 & 7
 National All-Jersey.....AL 101-102
 National Dairy FARM Program.....EH 4508
 National Dairy Shrine.....MC 66tt
 National Hay Association.....EH 4310-4312
 NC Dairy Advantage.....EH 6007
 N.D. Dairy Coalition/ Dept. of Ag.....AL 137
 Nebraska Alfalfa Marketing Assn...EH 2617-2618
 Nebraska State Dairy Association.....EH 2414
 Neogen Corporation.....EH 3613-3614
 Neptune Enterprises.....TM 650-652
 New Direction Equipment.....EH 1415-1518
 New Generation Genetics.....AL 187
 New Holland.....TM 630-642
 Newt's Hat Company.....EH 4501-4503
 Nexgrow.....AR 472
 Nextire.....TC 800-801
 Normande Genetics.....TC 843
 North American Normande Assn.....TC 842
 North Brook Farms.....EH 3816-3818
 Northeast Iowa Dairy Foundation.....MC 29tt
 Northern Dairy Equipment.....EH 1112-1114
 Novita Nutrition.....TC 900
 Novus International.....EH 1211-1212
 NRV.....MC 69
 Nu-Ag/Bosko.....EH 2603-2604
 Nuhn Industries.....TM 676-687
 NuPulse.....EH 2811-2913
 Nutech Biosciences.....EH 6300-6301
 Nutri Linx.....EH 2514
 Nutriad.....EH 3917-3918
 Nutrient Control Systems.....TC 882-883

O

O&T Farms.....MC 57-58
 Octaform Systems.....TC 860-861
 Olmix.....AL 106-107
 Onfarm Solutions.....MC 46
 Organic Valley.....TC 857-858
 Orion Energy Systems.....EH 1506-1507
 Osseo Plastics & Supply.....EH 4325
 Oxbo International Corporation.....AR 506

P

Pacific Ag.....TC 820
 PACIFIL S.A.....TC 868
 Page & Pedersen International.....EH 6211
 Papillon Agricultural Company.....EH 1316
 Patz Corporation.....TC 850-880
 Paul Mueller Company.....EH 1807-1909
 Paul's Pedicures & Equipment.....TC 913
 Peach Teats.....EH 4013
 Penerative Solutions.....TC 870-871
 Penta TMR.....TM 680-682
 Perdue AgriBusiness.....AR 431
 Performance Probiotics.....EH 3604-3605; MC 71
 Phibro Animal Health, Corp.....EH 4516-4517
 Pinnacle Climate Technologies....EH 4201-4202
 Pipping Concrete.....AR 448
 Plastic Innovation.....TC 804
 Polled Dairy Cattle #Polled Place.....AL 131
 Poly Dome.....TM B
 PortaCheck.....EH 4209
 Powerex.....TC 906
 Practical Ag Solutions.....TC 866
 Praedium.....EH 6002
 Prairie Creek Seed.....TC 806

Press Technology & Mfg.....EH S4
 Priority IAC.....MC 72-73
 Pro Act Biotech.....TM 644
 ProActive Solutions.....EH 3505
 Prof. Dairy Producers Foundation.....MC 67tt
 Professional Dairy Producers of WI.....EH 4427
 ProfitSource.....EH 2404
 Progressive Forage Grower.....AR 458
 Progressive Publishing...AR 441-442; EH 4400
 Promat.....EH 1215-1218
 Provimi.....TC 830-831
 Provita Animal Health.....EH 1306
 Puck Custom Enterprises.....TM 634-635
 Puli-Sistem S.R.L.....AL 176-176B
 Pure Water Restoration.....TC 926
 Purina Animal Nutrition.....EH 4415-4417
 Purple Cow Gift Shop.....EH 4518-4529
 Putsch Co.....TC 817

Q

QualiTech.....EH 4405-4406
 Quality Liquid Feeds.....EH 4329-4330; 1811-1812
 Quality Roasting.....EH 3506

R

R&D LifeSciences.....EH 2713-2714
 Raytec Manufacturing.....MC 21
 RCI Engineering.....TM O
 Recon Technologies.....EH 1112-1114
 Red & White Dairy Cattle Assn.....AL 161
 Redback Boots USA.....AL 152
 Redmond Minerals.....AR 420
 Reef Industries.....AL 201
 Renn Mill Center.....EH 1913-1914
 RESCO.....AL 132
 Revolution Plastics.....AR 484
 Rieger Flow Products.....AL 221
 Rinstrum Smart Weighing Solutions.....TC 938
 Ritchie Industries.....EH 1405-1407
 River Valley Farm.....AL 167-169
 RJB Company.....EH 1311-1314
 Roll-O-Matic Curtains.....AR 470-471
 Ropapharm.....EH 5006
 Rostech Electronics.....EH 3603
 Roto-Clip.....AL 109-110 & 184-186
 Roto-Mix.....EH 3016-3318
 Rovibec Agrisolutions.....TM W
 RP Feed Components.....EH 2615-2616
 RSI Calf Systems.....TM 645
 Rubes Cartoons.....EH C1
 Ruder Ware.....AR 505

S

Sandstormers.....TC 869
 SCCL.....EH 3405
 Schlueter Company.....EH 4016-4018 & 3916
 Schuitemaker Machines.....TM 718-719
 Schwartz Manufacturing Company.....EH 1108
 Secco International.....EH 1617-1718
 Secure Covers.....AR 414-418
 Select Sires...EH 4001-4103; AL 167-169 & 216
 Semex.....TM Semex Tent
 Serval Canada.....MC 69
 Seven Treasures.....MC EB1-EB4
 Sgariboldi Srl.....TM 656-667
 Shanghai Terrui International Trade...TC 918-920
 Shoof International.....EH 6302
 Show-Me Shortline Company.....TM Q
 Shredlage.....EH 2603-2604
 S.I. Feeders.....TM G
 Sikkema's Equipment.....TC 921-923
 Silostop.....AR 450-451
 Sioux Automation Center.....EH 2016-2118
 Skellerup/Quatro Boots.....EH 1107
 Slavic Beauty.....AL 116
 Slurrystore.....EH 1201-1303
 Sofivo.....AL 208
 Soil Net.....AR 425-427
 Solutions 4 Earth.....TC 848
 SOP S.r.l.....AL 180-181
 South Dakota Department of Ag.....EH 4514
 South Dakota State University.....EH 4513.6
 Southwest WI Technical College.....MC 48tt
 Soy Best.....EH 4210-4211
 Spalding Labs.....MC 35
 Spectrum Seed Solutions.....TC 856
 SPERMEX.....AL 139-140
 SRS Crisafulli.....TC 916
 SSI Corporation.....EH 2613
 St. Jacobs ABC.....AL 153-155
 Starbar.....EH 3411-3412
 Steel Cow Gallery & Studios.....EH 4515B
 Stewart Labs.....MC 86
 Stewart-Peterson.....EH 1605-1606
 STgenetics...AL 156-158 & 146; EH 4212-4213
 Storti S.p.A.....TM 716-727
 Strong Animals.....EH 1208-1309
 Structures Unlimited.....EH 4301-4302
 Sun-North Systems.....EH 2316 & 2608-2709
 Sundown Industries Corp.....EH 1111
 Sunshine Heifers.....AL 199
 Superior Attachments.....TC 944-946
 Superior Mat & Comfort.....TC 885-886
 Supreme International.....EH 3007-3309
 Sure Step Consulting.....AL 109-110; 184-186
 Swiss Valley Farms.....EH 3404
 Swissgenetics.....TM Semex Tent
 Syngenta.....AR 472

T

T-Hexx Animal Health.....AL 198
 Tags4All Global.....AR 410-413
 Tandem Products.....EH 1307
 Tasco Dome Covered Structures.....TC 846
 Te Pari Products.....MC 70
 Teagle Machinery.....EH S02
 TechMix.....EH 2716
 Temple Tag.....EH 2401-2403
 Tim Gabel Belting.....AR 436
 Tire Sidewall Depot.....AR 516
 Tiry Engineering.....AR 456
 Titan International.....TC 932
 Trakrite Equipment/Service.....AL 182-183
 Trans Ova Genetics.....AL 144-145
 TransAgra International.....EH 1109-1110
 Trelleborg Wheel Systems Americas...TM 728-729
 Tri-State Scabbling.....EH 1207
 TriCal.....TC 892
 Trident Processes.....AR 425-427
 Trioliet.....TM 660-662
 Triple Crown Products.....EH 4510
 Trow Nutrition USA.....EH 1204
 Tru-Test.....EH 4011-4113
 Truck Supervisor.....MC 81
 Tuffy Tilt Tables.....TM 688
 Tulsan America.....AL 135
 Turner.....TC 947-948
 Twin Mountain Fence Company.....TC 943

U

U.S. Slat Mat.....TC 818-819
 Udder Comfort International.....AL 164-166
 Udder Gun.....MC 22
 Udder Tech.....AR 500-503
 UdderOne.....EH 4216
 UNIFORM-Agri.....EH 1708
 University of Minnesota.....MC 83tt-84tt
 Up North Plastics.....EH 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 FSA/NRCS.....EH 4402
 USDA NASS/AMS/Dairy Market News.....EH 4404
 USDA-APHIS.....MC 36
 UW-Extension Dairy Team.....MC 21tt
 UW-Madison - Dairy Science.....MC 31tt
 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

V

Valley Agricultural Software.....EH 4331-4332
 Valley Vet Supply.....MC 40
 Valmetal.....EH 3001-3106B; TM 749
 Van Beek Natural Science.....EH 5001-5003
 Vantage Dairy Supplies.....AL 149
 Vaughan Company.....AR 407-408
 Ventec Canada.....EH 2014
 Verdesian Life Sciences.....AR 487-488
 Versa Corporation.....TM 696-697
 VES Environmental Solutions.....EH S5-6
 Vets Plus.....EH 2713-2714
 Vettec.....EH 1607
 ViaGen.....AL 144-145
 Vigortone Ag Products.....TC 830-831
 Viking Genetics.....AL 210-108
 Virtus Nutrition.....EH 4323
 Vita Plus Corporation.....EH 1801-1902
 Volac International.....EH 4203-4204

W

Wagler & Associates.....MC 43
 Waikato Milking Systems.....EH 6101-6205
 We Feed Calves Id-Tek Calf Feeders.....AR 518
 Weatherstar Company.....EH 4219
 WeCover Structures.....AR 507-508
 Westward.....AR 421-422
 Westway Feed Products.....MC 75-76
 WG Critical Care.....AL 115
 WHRL Solutions.....TC 927-928
 Wieser Concrete Products.....TM 658-669
 Winfield.....EH 4412-4414
 WI Beef Council/Beef Board.....EH 4509.6
 Wisconsin Cheese Makers Assn.....EH 4423
 Wisconsin DATCP.....EH 4424
 Wisconsin Farmers Union.....MC 68tt
 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 Co.....EH 1604
 World Forage Analysis Superbowl.....AR WFAS
 World Wide Sires.....MC 25-26
 Worthington Industries.....AL 133
 Wyoming Business Council.....AR 512

X, Y, and Z

XFE Products.....EH 6300-6301
 Y-Tex Corporation.....EH 4014-4015
 Yara Animal Nutrition.....EH 6210
 YES JCB.....EH 2515-2516; TM 750B-751B
 Yunker Plastics.....AR 480
 Z Tags.....EH 2401-2403
 Zinpro Performance Minerals.....EH 3611-3712
 Zoetis.....EH 3811-3913

What does Expo have in store for you?

October 4 to October 8

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

Monday, October 3

Main Events

8 a.m. National 4-H Dairy Cattle Judging Contest, 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. National Intercollegiate and International Post-Secondary Dairy Cattle Judging Banquet, Exhibition Hall

Tuesday, October 4

Main Events

7:15 a.m. International Junior Holstein Show, Coliseum

7:30 a.m. International Guernsey Show, Coliseum

8 a.m. World Dairy Expo 50th Anniversary opening ceremony

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

3 p.m. International Jersey Show: heifers, Coliseum

3 p.m. International Milking Shorthorn Show: heifers, Coliseum

7 p.m. International Guernsey Classic Sale, Sale Pavilion

Educational Forums

1 p.m. "How the dairy checkoff is driving demand for you," sponsored by Dairy Management Inc.

Speaker: Tom Gallagher, Dairy Management Inc., Exhibition Hall

Virtual Farm Tours

2 p.m. Kings Ransom Farm, Schuylerville, N.Y., sponsored by Holstein Association USA Inc., Exhibition Hall

Wednesday, October 5

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. 50th Anniversary Open House, hosted by World Dairy Expo, Exhibition Hall

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

Educational Forums

11 a.m. "Agricultural workforce trends and their implications for dairy managers," sponsored by DeKalb

Speaker: Thomas Maloney, Cornell University, Exhibition Hall

1 p.m. "Phosphorus trade-offs in no till: And a possible solution," sponsored by Badgerland Financial

Speaker: Clinton Church, USDA-ARS, Exhibition Hall

Forage Seminars

10 a.m. Invisible losses from corn silage piles and bunkers: Real "shrink" losses

Speaker: Peter Robinson, University of California, Davis, Arena Building

1:30 p.m. "It" doesn't just happen: What manure evaluation can tell us about cows and rations

Speaker: Mary Beth Hall, U.S. Dairy Forage Research Center, Madison, Wis., Arena Building

Virtual Farm Tours

12 noon Kellercrest Registered Holsteins Inc., Mount Horeb, Wis., sponsored by Vita Plus, Exhibition Hall

2 p.m. Twin Brook Creamery, Lynden, Wash., sponsored by Lely, Exhibition Hall

Thursday, October 6

Main Events

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

1:30 p.m. International Ayrshire Show: heifers, Coliseum

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

2 p.m. World Premier Brown Swiss Sale, Sale Pavilion; World Premier Milking Shorthorn Sale will follow immediately after

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

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

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

Educational Forums

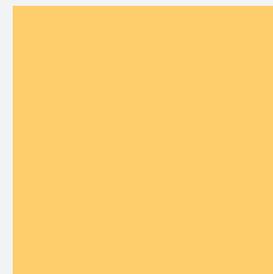
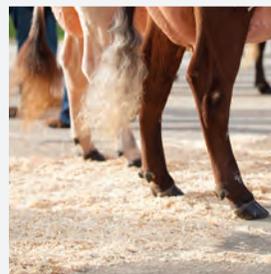
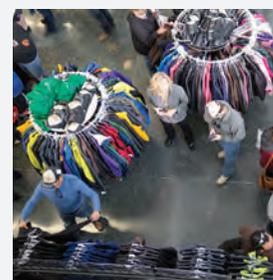
8:30 to 11:30 a.m. "Global Dairy Symposium," sponsored by Wisconsin Department of Agriculture, Trade and Consumer Protection (Must preregister by September 22 at on.hoards.com/WDE_GDS)

Speakers: Warren Preston, USDA Deputy Chief Economist; Tom Bailey, Rabobank; and Robert Erhard, Nestle, Mendota Room 4, Exhibition Hall

11 a.m. "Achieving high pregnancy rates in high-producing herds," sponsored by Feed Supervisor Software

Speaker: Paul Fricke, UW-Madison, Exhibition Hall

1 p.m. "Drinking water nutrition and quality: Could it be a constraint in your herd?," sponsored by Ritchie Industries Inc.



Speaker: David Beede, Michigan State University, Exhibition Hall

Forage Seminars

10 a.m. Feeding reduced lignin alfalfa: How do we achieve the most from this new technology?

Speaker: David Weakley, Forage Genetics International, Gray Summit, Mo., Arena Building

1:30 p.m. What to look for when feeding this year's forage

Speaker: John Goeser, Rock River Laboratory, Watertown, Wis., Arena Building

Forage Seminars

10 a.m. Selecting, establishing, and managing cover crops after corn silage

Speaker: Heidi Johnson, University of Wisconsin-Extension, Dane County, Arena Building

1:30 p.m. Forage quality for high-producing dairy herds: Key performance indicators

Speaker: Randy Shaver, UW-Madison, Arena Building

Virtual Farm Tours

12 noon Ocooch Dairy, Hillsboro, Wis., sponsored by Quality Liquid Feeds Inc., Exhibition Hall

2 p.m. Forget-Me-Not Farms, Cimarron, Kan., sponsored by Kansas Department of Agriculture, Exhibition Hall

Friday, October 7

Main Events

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

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

12 noon International Holstein Show: heifers, Coliseum

2 p.m. Ayrshire World Event Sale, Sale Pavilion

5 p.m. International Reception, Exhibition Hall

7 p.m. World Classic 2016 Holstein Sale, Coliseum

8 p.m. Expo in the Evening, Sale Pavilion

Educational Forums

11 a.m. "Making money with genomic testing on the dairy farm," sponsored by CRV USA

Speaker: Albert DeVries, University of Florida, Exhibition Hall

1 p.m. "Surviving low milk prices," sponsored by Channel

Speaker: Robert Parsons, University of Vermont, Exhibition Hall

Saturday, October 8

Main Events

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

5 p.m. Parade of Champions and Selection of 2016 Supreme Champion, Coliseum

6 p.m. World Dairy Expo closes

Educational Forum

11 a.m. "VFD: Challenges for the feed industry and producer," sponsored by Quality Liquid Feeds Inc.

Speaker: Richard Sellers, American Feed Industry Association, Exhibition Hall

Forage Seminar

10 a.m. Is it better for forages to be more digestible or to digest more quickly?

Speaker: David Combs, UW-Madison, Arena Building

Virtual Farm Tour

12 noon Ponderovey Jerseys, Glendale, Ariz., sponsored by Betased Inc., Exhibition Hall



Exhibition Hall



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

TRADE MALL

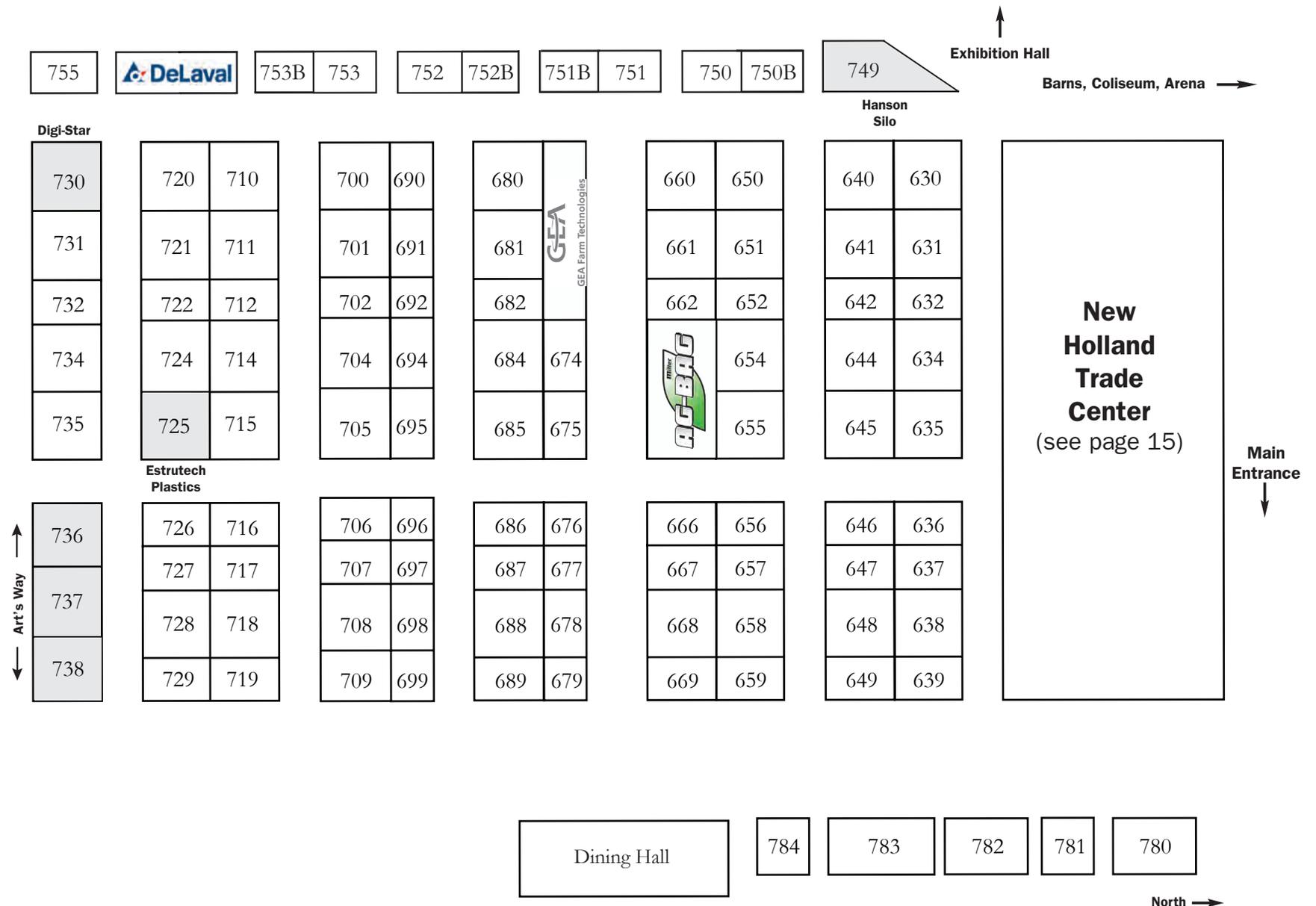
Barns →
Coliseum →



World Dairy Expo – Arena Building



World Dairy Expo – Outdoor Trade Mall



“**OK** DOESN'T
IMPRESS ANYONE.”

NOBODY REFLECTS BACK ON
THE DAY THINGS WENT **“FINE.”**

“**GOOD** IS JUST GETTING BY.”

AND THAT'S WHY
WE'LL NEVER SETTLE.

See for yourself. Start by talking to your
local Mycogen dealer or sales rep.



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They leveraged it all

by Chelsey Johnson

IMAGINE putting everything you own on the line to give something you believe in the fighting chance to be great. Sure, this sounds like a noble gesture, but would you be ready to walk down to the bank and sign a note for a loan that would leverage your entire farm? Would you be able to tell your spouse and children the gamble you are taking with your livelihood?

Chances are, this isn't a decision you could take lightly. Certainly the show organizers of the first World Dairy Expo knew they were taking a risk when they arranged for a \$100,000 loan from the Bank of Sun Prairie in Wisconsin to help fund the development of World Dairy Expo. However, they all felt it was the right thing to do. Recollections differ on exactly how many people signed that note. There is a general consensus that at least Allen Hetts, Gene Nelson, and Norm Magnussen put their farms up as collateral for this loan. In addition, Brown Swiss breeder Howard Voegeli played a key role in enlisting financial support from the state of Wisconsin.

Today, we know that their enormous leap of faith was a leap worth taking. Each fall, as competitive show people and cow aficionados from all over the world gather in Madison, the legacy of these visionaries lives on. While these men have since passed away, they had children old enough to remember the day dad came home and said he leveraged the farm.

Bring the show home

A feeling of uncertainty filled the barns of the National Dairy Cattle Congress in Waterloo, Iowa. Word was spreading — the future of this once prestigious show didn't look bright. The board of the Cattle Congress was placing more emphasis on the horse show.

Known for his natural leadership skill, Wisconsin Holstein breeder Allen Hetts was one of many breeders who refused to sit back and watch. He led an initial meeting of breeders at the Kit Kat Klub in Waterloo during the 1965 National Dairy Cattle Congress. A clear message came out: the idea of not having a major national dairy show was something they refused to accept.

The road ahead wasn't easy. Several meetings of breeders took place to determine the direction of this future show. Where would it be held? While several likely locations were evaluated, Madison became the frontrunner. Since many of these concerned Waterloo veterans were from Wisconsin, they were willing to do everything they could to bring the show home.

"They felt that Wisconsin was America's Dairyland and Waterloo was letting the show go," Roy Hetts, son of Allen Hetts, explained. "It was a

great expense and took many hours on a boxcar to travel to Waterloo. So having that show in Madison would be huge."

Once the idea was born, there was no turning back. These men with an unmatched drive to do the right thing and a commitment to dairy cattle began paving the way for Expo as we know it. However, these men would need more than just the idea; they needed the financial means to make it a reality.

Howard Voegeli was close to Don McDowell, who was Wisconsin's dynamic agricultural secretary at the time. So, Voegeli wrote a letter explaining the idea and opportunity for the state to pursue.

Bryan Voegeli, Howard's son, would have been 7 years old at the time, so he does not recall many of the details. Thankfully, he has learned from reading his father's letters. In fact, he has read a copy of the letter his father wrote to the Wisconsin Department of Agriculture.

"In my dad's letter to the secretary of the Department of Agriculture in Wisconsin, he wrote that his concerns were that we had to rush forward and do it now because too much momentum was going to be lost and the opportunity was going to be lost," Voegeli explained.

His letter convinced the Wisconsin secretary of agriculture to share the idea with Wisconsin Governor Warren Knowles. Soon, the state of Wisconsin pledged \$50,000 to help launch the show. While this support helped, it would not be enough. That is where Allen Hetts, Gene Nelson, and Norm Magnussen come in.

No reason to doubt

The "day Dad leveraged the farm" is now a part of Expo history.

At the time, the children of these pioneers didn't understand the magnitude of that decision. Even if they would have comprehended the risk, the children are certain they wouldn't have doubted their fathers. In their respective households, these men set an example that when something is the right thing to do, you do it without hesitation.

Gary Magnussen, Norm's son, who was in his early 20s at the time, can still picture that day.

"Dad came in from a meeting, and he said, 'I might have mortgaged the farm today,'" Magnussen recalled. "I know it took a lot of guts, but it was the right thing to do. Dad's mission in life was 'if it wasn't right, it wasn't right.'"

Roy Hetts, who was a teenager at the time, said the day Dad leveraged the farm was just another day. He explained most people knew Allen as a man with strong confidence and natural leadership skills. Therefore, the Hetts family didn't think twice about his decision.

"In our home, you pretty much listened to what

WIDELY RESPECTED IN PUREBRED DAIRY CATTLE CIRCLES, Allen Hetts (shown fourth) led the effort from his Fort Atkinson-based Crescent Beauty Farm with support from Gene Nelson (first), Gray View Farm. Brown Swiss breeder Howard Voegeli (second) enlisted support from the state of Wisconsin. Norm Magnussen Sr. (third), Brown Swiss breeder and auctioneer, helped arrange an early Expo bank loan.

Dad said. He said he co-signed this loan and that is just the way it was," Hetts recalled. "Farming is a gamble, and every part of farming is a gamble so it wasn't really anything different than anything before."

Hetts noted that he is sure his mother, Doris, was nervous knowing the potential fate of their livelihood if Expo wasn't a success. However, her own efforts made a difference in the movement to start Expo.

"Along with all of the given chores of a farm wife and mother, Mom handled all of Dad's correspondence," Hetts said. "In the late 60s, the amount was formidable. She would work late into the evening turning Dad's dictations into neatly typed letters."

Steven Nelson, the son of Gene Nelson, was also a teenager the year the loan was signed. At the time, he didn't know about the financial risk his father had taken.

"My dad didn't tell us kids much about the finances of the farm. It was more of the cows that he was concerned about," Nelson explained.

"There is no question in my mind that he would have signed a note like that in a heartbeat; it doesn't surprise me at all. Showing cattle and working with good cattle was his life."

The rest is history

Today we know there was no reason to fear signing that loan. Expo has grown to an event unimaginable to these pioneers. Many hands played a role in starting Expo once the idea was ignited. However, these men deserve credit for the guts to put everything they own on the line to give the idea a fighting chance.

"I know that everybody understands the role those men played in getting this started," Nelson said. "It wouldn't have even been an idea without them. They are the ones who started it and made it happen. It is amazing how huge it has gotten, and that is a tribute to them. We are just fortunate that the right guys were there at the right time in history."

Magnussen echoed this sentiment of his father's place in Expo's history.

"Looking back, our dad and all those who started World Dairy Expo would be awfully proud," said Magnussen. "I think he'd say, 'By golly, we did something right.' It almost brings tears to my eyes when I think of those guys and think of how they did it and how successful they were."

Finally, attending Expo each year, Hetts is reflective of the community his father contributed to growing. Famous for the line "We Need a Show!," the trailblazer Allen Hetts would be proud of all the show became.

"Dad was in show mode 365 days of the year, and he had a lot of company in the barns and Coliseum during Expo week," Hetts said. "Still 43 years after his passing, lots of dairy producers share dad's love of competition and his quest for perfection. Somehow, someway, in the early autumn of every year, the finest cows in North America find their way to Madison." ■



The author is a former *Hoard's Dairyman* editorial intern and grew up on a 90-cow dairy in Minnesota. She now serves as digital communications coordinator for a Wisconsin-based A.I. company.



Covered every development

by Amanda Smith

THE removal of horns from cattle. The consolidation of cooperatives. The switch from indoor-outdoor carpeting in freestalls to sand.

For over a century, the *Hoard's Dairyman* staff has written about and photographed the development of the dairy industry and its defining moments. World Dairy Expo has been no exception.

"*Hoard's Dairyman* had a long tradition of reporting on the national breed shows wherever they were held. We felt it was important that there be reports of breed shows beyond those that appeared in breed magazines," said Steve Larson, who has served on the magazine's editorial staff for 47 years. "Also, we were fortunate that Expo was almost in our backyard. That simple fact made it easy for us to cover and participate in many Expo events."

A magazine such as *Hoard's Dairyman* had a lot to offer to the emerging show.

"We, and a number of other publications, did a lot early on to publicize the show and help it grow," noted Larson, who began covering World Dairy Expo in October 1970.

The early years

Right out of the gate, Expo had more facilities than its predecessor in Waterloo. "Expo was a bigger space, and it attracted more people," noted the late Jim Baird in an interview before his passing.

But, during its first few years, Expo struggled to find its identity. "The event started out with great ambition to be a food fair focused on consumer education and big-name entertainers," Larson added. "That strategy didn't work and, with broad industry support, Expo began to evolve into a business convention for the dairy industry."

Expo's early cattle shows took place in the Arena building. "I remember sitting in the bleachers watching the show. Bev Craig (a former World Dairy Expo general manager) pushed to get the show in the climate-controlled Coliseum," said Larson. "Once that happened, it really elevated Expo's standing and set it apart from other breed shows around the nation."

From there, the popularity of World Dairy Expo only expanded along with its reputation for high standards in the arena and on the trade floor.

"Expo's unparalleled emphasis on showing ethics and providing breed shows of the highest caliber helped set it apart from other cattle shows

in that era. A focus on ethics and high standards of professional conduct were driving forces in the trade show, as well," said Larson.

Three key facilities

As Expo developed, the Coliseum, Exhibition Hall, and New Holland Pavilions were key to fueling its growth trajectory. "The Coliseum played a key role in the selection of Madison as the home of World Dairy Expo. It was a unique venue and later made a great home for the cattle and trade show," said Larson.

Over the years, many attendees have stopped by the Coliseum as they arrive to check out the shavings and decorations. It was no different for *Hoard's Dairyman* staffers.

"It was always a tremendous sight entering the Coliseum on your first day on the Expo grounds and seeing what color the shavings might be and what the backdrop might look like," said Ewing Row, former editor and a 31-year veteran of the *Hoard's Dairyman* staff.

"Expo received tremendous support from the Wisconsin dairy industry, from farms to commercial dairy companies, early on. The management was right, and showing cattle in the (then new) Coliseum was a thrill for all exhibitors," he added. The Hoard's Dairyman Farm even consigned a heifer to the 1967 auction to raise seed money for the fledgling show.

Much like the Coliseum was vital to the cattle show's success, the Exhibition Hall, completed in 1995, was a key step in keeping the trade show relevant. "The Exhibition Hall really did two things. It opened up additional exhibit space. And the more modern facility moved the trade show out of tents, giving it a more professional and businesslike atmosphere," said Larson.

"The expansion of the exhibits helped Expo because it added an element to the show beyond the cows. While it wasn't very big at first, the trade show slowly grew every year," Baird added.

Most recently, the New Holland Pavilions on the Alliant Energy Center grounds have raised the bar for livestock exhibitions around the world. "The new cattle housing follows the pattern of Expo responding to the show's needs," noted Row.

"The New Holland Pavilions were a giant leap forward in show-venue housing. It was thrilling to me personally to have been among the pavilion stewards who welcomed cattle exhibitors to the new

FROM THE VERY FIRST SHOW, *Hoard's Dairyman* staff members have been covering World Dairy Expo as it evolved from a show struggling to find its identity to a venue of international acclaim. In fact, for the first five years, James Baird was one of the only photographers at the event and captured the first Supreme Champion selection in 1970.

facilities in 2015. It was an exciting, emotional, and scary time for everyone involved," added Larson.

Hoard's stamp on Expo

One of the great photographers in all of agriculture, Baird was instrumental in visually sharing Expo's story with the readers of *Hoard's Dairyman*. Jim had a keen eye for a memorable shot, but if Ewing Row, Gene Meyer, Bill Knox, or I saw something interesting, we would direct Jim to it," said Larson.

"Jim was in his element at World Dairy Expo. All you had to do was give him a decent Nikon, and he did the rest. The results of his excellent photography is one of the reasons for the growth of the show," added Row.

Along with Baird, the entire *Hoard's Dairyman* family was actively involved in World Dairy Expo. "*Hoard's Dairyman*, from Bill Hoard down to me, were part of World Dairy Expo from the beginning," said Row. "Judging teams visited the Hoard Farm to practice on Guernsey classes Gene Meyer prepared. We sponsored a lunch at the First Congregational Church for the collegiate and 4-H judging teams, as well."

That investment from the entire team was indicative of the growing importance of World Dairy Expo.

"Both Gene Meyer and Bill Knox saw the value of World Dairy Expo, a time — one week out of a year — when the dairy industry met, celebrated, displayed the finest cattle in the world, and learned new developments through commercial displays, conversations, and clinics," said Row.

Since the beginning, hospitality has been a cornerstone of the *Hoard's Dairyman* Expo brand. "In the early years, many of us stayed at home most nights. We drove to Expo early in the morning and back home late at night. Early on, a hospitality room was also part of our duties. Later on, we sponsored a reception on Expo grounds (the *Hoard's Dairyman* Commercial Exhibitor Party)," noted Row.

"The Hoard's hospitality room dated back to the shows at Iowa," explained Baird. "It became an unofficial headquarters of sorts for showmen, staff, and other important people who attended the shows. Our staff acted as hosts and bartenders."

"Though it was just for entertainment, it became a place where a lot of discussions were held by the movers and shakers about the possibilities for improving the show," said Baird.

"The show had to prove itself, and it did. As attendance grew to 60,000 and beyond, commercial dairy companies and other magazines realized their absence would be obvious; they couldn't afford to not be there," said Row.

Larson echoed his comments, "In the early years, I don't think any of us had any inkling that Expo would become what it is today. A lot of credit in Expo's more recent history must be given to the management and staff of World Dairy Expo and to the various board officers and members. These individuals had the vision and discipline to keep Expo on track and enabled it to become one of the most successful and professionally managed events of its kind in the world."

"The idea and vision behind World Dairy Expo worked. Now it falls to the hands of Expo's talented staff to maintain its standards," added Larson. 



The author is a dairy nutritionist with CP Feeds in Valders, Wis., and a former *Hoard's Dairyman* associate editor.

Denier named Guest of Honor

RICHARD Denier, retired general manager of World Wide Sires (WWS) in Visalia, Calif., is being honored with the National Dairy Shrine's highest recognition. The Guest of Honor award, presented annually, recognizes a contemporary dairy leader for outstanding accomplishments and contributions to the dairy industry.



Denier

"Without question, he has had a constructive and certain impact on the dairy industry and its future," John M. Meyer, CEO of Holstein Association USA Inc., wrote in his nomination letter for Denier. Meyer's thoughts are shared by many of Denier's colleagues, as they acknowledged his outstanding drive to serve others and commitment to keeping the dairy industry progressive.

Denier dedicated 27 years to WWS, where he served as an area director of marketing from 1974 to 1986. He was the first salesman hired by Willard Clark, founder of WWS and a true pioneer in the dairy industry. During that time, Denier worked with European markets to help develop and strengthen the influence of WWS. His hard work and drive did not go unnoticed, as he became general manager of World Wide Sires in 1986.

While serving as general manager, Denier worked to grow the success of WWS. By improving farmer profitability with genetics, he helped the company evolve into the largest exporter of livestock semen in the world, doing business in 55 countries at the time. Denier served as general manager until 2001. He retired to return to farming with his brother Fred on Cal-Denier Dairy in Galt, Calif., where he is a co-owner.

Denier's success has continued since leaving WWS. Cal-Denier Dairy is a high-producing Holstein herd with one of the top averages in California for milk production per cow. In 2000, the team at Cal-Denier Dairy was awarded the title of Progressive Dairy Producer by the National Dairy Shrine in recognition of their innovative practices.

Denier is no stranger to the National Dairy Shrine, as he was elected to the board of directors in 1996 and served on the board for six years. Denier also served as the National Dairy Shrine president in 2001. Under his leadership, the Progressive Dairy Producer award was promoted to recognize young dairymen and women who are managing and working on dairy farms. In addition to his service to the National Dairy Shrine, Denier has also made significant donations to the organization and its scholarship programs.

Denier's passion for the dairy industry is complemented by his involvement with local organizations close to his heart. As an active mem-

ber of the Galt FFA Chapter in his youth, he continues to serve the organization today as a director of the California FFA Foundation. Denier and his wife, Kathy, were also generous supporters of the California FFA Center, donating \$115,000 in memory of his grandfather so the California FFA could purchase six acres to build the center.

Denier is also involved with his alma mater, California Polytechnic

State University, San Luis Obispo, where he was part of the first-place dairy judging team in 1972 at the National Intercollegiate Dairy Judging Contest. He was also named "Outstanding Senior" in agriculture at Cal Poly. He went on to serve as chairman of the Cal Poly Dairy Science Board of Directors for several years and continues to support the program today.

In his community of Carmel, Calif., Denier serves as a director

for the local Catholic high school and is on the fundraising committee for a museum in Carmel.

Denier's dedication to his community and the dairy industry is clear in his actions and praise from his peers. Roger L. Ripley, former president and CEO of Accelerated Genetics, shared, "Rich Denier has shown tireless energy, enthusiasm, and hard work for the betterment of the dairy industry and National Dairy Shrine."



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THE BADGER DAIRY CLUB'S involvement in Expo has certainly evolved over the years. Today, you can find them working in the ring, in the cheese stand, and all across the grounds logging more than 5,000 hours throughout the week.

Partners since the beginning

by Amy Ryan

THERE are many individuals and organizations that have been instrumental in orchestrating successful World Dairy Expo shows throughout the past 50 years. One of the most notable is the Badger Dairy Club (BDC), whose members have worked behind the scenes of the incredible show since 1971.

An initial agreement that began out of the show's need for assistance and the desire to raise funds for a fledgling club has grown exponentially into structured roles and unprecedented networking opportunities for BDC members. In this article, several founding members of BDC, a past BDC World Dairy Expo (WDE) chairman, and the current chairman share their experiences and memories.

When the BDC planted its organizational roots in the spring of 1970, it was comprised of many talented

young members with the drive to help the club succeed. One of those founding members was Dale Kranz of Columbus, Wis.

"Dairy Science Professor David Dickson had a vision to start a campus club for those interested in dairy, and when our class arrived, he guided us in pursuing that goal and founding the Badger Dairy Club," Kranz said. "We knew we had to raise funds, so we utilized the talents of our members and offered a fitting service for herd classification and other farm events where members traveled to various herds and then donated a portion of their earnings back to the BDC treasury."

Little did they know at the time, the members offering those services opened many doors for the future of the club and its membership. Another of the founding members,

David Selner, the current executive director of the National Dairy Shrine and a freelance geneticist, also remembers the role the fitting service played in providing start-up funds for the club.

However, in 1971, Selner recalls a more momentous relationship formed. Dr. Dickson, Jim Crowley Sr., and Allen Hetts, father of BDC founding member Roy Hetts, were instrumental in initiating an agreement that would impact the club dramatically.

A small, but driven workforce

"A few years prior to 1971, dairy science graduate students were assisting on the grounds with nightline, but Dr. Dickson, Jim Crowley Sr., and Allen Hetts saw an opportunity for a win-win situation for World Dairy Expo and the BDC," Selner recalled. "Namely, they approached Bev Craig, the first executive director of the rebranded WDE, and proposed an agreement between the two organizations offering the assistance of BDC members to the World Dairy Expo staff for the week of the show in exchange for compensation. From there, the partnership blossomed."

Selner added that some of the first responsibilities for the 30-member BDC included nightline for exhibi-

tors, running the milk house, setting up panels in the barns prior to the show, and grounds maintenance and cleanup. A few years later, showing assembly and assistance was added to that list.

Louis Prange, international marketing manager with Sexing Technologies and another founding BDC member, also reflected on those first years. "Allen Hetts was working with Bev Craig on developing the show, and Roy made the connection to bring the club and World Dairy Expo together," he said.

"The agreement was really born out of necessity, as we needed money and they needed workers. We assisted with everything from putting down shavings in the ring, to setting up chairs for the World Classic Sale, to handing out ribbons for the shows."

One of Prange's most vivid memories was unloading an airplane full of cattle that had come for the show. In fact, a picture of that particular event still hangs on his office wall today. He also remembered the club was hired by Paclamar Farms to unload their railroad car of supplies.

For Prange, these experiences were some of the most beneficial for him as he graduated and moved on in his career, where he worked in international relations for the Holstein Friesian Association. While in that role, he got to fly the last load of the Paclamar herd to their new home in Italy.

"At the time, we had no idea of the side benefits for the club and for its members personally," Prange said. "It gave the club great exposure, allowed us to make valuable connections, and meet some of the most influential industry leaders of the time. It was truly a thrill that developed into an appreciated experience."

Growing with the show

As the years went by, a partnership that started with just 20 to 30 members assisting with the show grew substantially to include 200 members in the early 1990s. More structured chairmanship roles were also devised, and the world renowned cheese stand, the club's biggest fundraiser to date, was added to the list of responsibilities on the grounds.

Kevin Jorgensen, of Waupun, Wis., served in various roles for BDC at Expo from 1987 to 1991, including acting as general chair for two years and serving as the chairman of business, grounds, nightline, milk house, and cheese stand. He said the amount of time attributed by the club grew to accommodate the growth of the show.

"During the years that I was part of BDC, our assistance spanned three weeks — we started the week before Expo putting up snow fence around the grounds, moving many of the show materials from the Expo offices to the grounds, and going

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

out to Tate's Trees to get the dozens of evergreens that were used to surround the showring," Jorgensen said.

"A group of us also spent the week after the show cleaning out the barns and helping clean up the grounds. Needless to say, many of us didn't get to a lot of classes during those three weeks, which meant a lot of catching up afterward, but the experience was valuable all around."

He added that many individuals were involved at that time as it took a great number of people to work nightline and man the seven or eight different barns that housed cattle. A single hour of work at World Dairy Expo paid the member's club dues for the year.

"One of my most vivid memories was as a freshman getting to work the showring on Saturday during the Holstein cow show and having the best seat in the house as Brookview Tony Charity won for the last time," Jorgensen said. "At that time, I remember feeling honored to clean up behind the greatest cow on earth."

As the general chairman of the 2016 show, Henry Holdorf of Ellsworth, Wis., will be responsible for overseeing the work of about 125 members of the BDC throughout the three-week period before, during, and after WDE. While the workforce may not be as large, there are just as many hours involved in the process today as years ago. Holdorf came to UW-Madison as a business major, and after his first year of work with BDC at Expo, he changed to dairy science.

His roles with BDC have also evolved through his four years, from worker to grounds chair his sophomore year, to co-chair his junior year, and this coming year, general chair. His hours of involvement have also increased from 100 hours to 220 hours, which he says is the average number a chair puts in during the three-week period. Current BDC responsibilities include: warehouse, packaging, setting up schedules, showring assembly, and tent setup as needed prior to the week; grounds work, showring, warehouse work, milk house, cheese stand, and sale setup and take down during the week; and various cleanup following the show.

Skills and networking

While missing classes and making up work missed during that time presents its challenges, Holdorf said the benefits far outweigh those challenges. "We provide WDE a good set of workers, and being involved gives BDC a stake in the show, making our members feel like they are a part of it," he said.

"The cheese stand is still our major fundraiser, and the club involvement fosters good club and industry relations. On a personal note, I feel that I have developed better management skills by working with different personalities, have improved my time management skills, had the opportunity to network with key influencers in the industry, and learned the importance of responsibility and reliability."

Jorgensen agrees with Holdorf and adds that serving in those numerous roles as a BDC World Dairy Expo chairman benefitted him while attending UW-Madison, but also greatly assisted him in his position as a Holstein sire analyst for Select Sires, other work in the dairy industry, and as a registered Holstein breeder.

"I feel strongly that this partnership has benefitted the students by providing the opportunity to make extra money, to learn how to work as a team while developing leadership and organizational skills, and the chance to interact with both

industry leaders and breeders," Jorgensen explained. "I can say in my own situation that two of my mentors, Dave Selner and Tom Morris, were people whom I first met as part of working at Expo for BDC."

When Selner reflected on the beginning of this agreement and how it has evolved, he described the transformation of a group that included 50 or so members working on four or five areas of the show to BDC members touching almost all aspects of the show. More importantly, the agreement that was developed early on to provide start-

up money to BDC and workforce to WDE has offered members access to some of the best people, cattle, and shows in the world, while fostering the development of real-world skills.

"Many wonderful relationships were developed between staff and students, industry professionals, dairy cattle exhibitors, and commercial exhibitors, some of which have grown into life-long friendships," Selner concluded. "Students have benefitted greatly, and Expo has the ability to work with a structured, well-managed group of volunteers to assist with their show." 

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THE DAIRY CATTLE SHOW IS NOT POSSIBLE without the efforts of many volunteers. Perhaps none more important than the overall breed superintendents. Pictured from the left are Ken Elliott, Bob Kaiser (lead superintendent from 2007 through 2011), Jim Crowley Jr. (lead superintendent from 2012 through 2014), Bill Langel, and Eric Olstad.

breed superintendent, Crowley Jr., said it best, “The most rewarding part for me is to see the people and how committed they are to World Dairy Expo and the dairy industry.”

Over the years, the volunteer positions were filled by individuals who stepped up when they were asked and who were very experienced with the show. A majority of the overall breed superintendents served as individual breed superintendents before taking the step up. This foundation helped them understand what was required of them once assuming the new role.

In order to coordinate a world leading show, those involved must be totally committed, and Kaiser said this often meant their volunteer roles became a second full-time job throughout the year and especially around Expo time. “When I was encouraged to be overall superintendent, I had to approach my employer and explain the time commitment, Kaiser shared. “Fortunately, the university was supportive because of its long-standing commitment to the success of the show.”

It was the many years of experience of everyone from check-in to ring assistants that made the show run so smoothly.

“I learned early on that communication of volunteers with Expo staff was very important,” Kaiser commented. “I also worked very closely with the veterinarians, ethics coordinators, and the executive committee.”

Setting the standards high

When the stakes are as high as they are at Expo, it matters what

the show’s standards are. The overall breed superintendent plays an important role in interpreting the rules inside and outside the ring.

“When rules are made with good justification and if they are well vetted, they stick,” Kaiser explained. “We are able to do our job because the Dairy Cattle Exhibitor Committee has given us the authority to do so.”

This has been the foundation of the show standards since the early days. Since then, many changes have occurred on the colored shavings. During Howard’s term as overall breed superintendent, the show developed guidelines for monitoring and enforcing Expo’s showing ethics policy.

Another of the more significant alterations was the modification of check-in procedures. “When I came in as overall breed superintendent, I thought we needed a more robust check-in process,” Kaiser said, speaking of one of the main focuses during his tenure. He led efforts to improve health check-ins with the new system featuring around-the-clock work from volunteers who set eyes on each animal and its paperwork before it stepped off the trailer. This was a monumental shift toward improving biosecurity on the grounds.

“In some cases, our tests required higher standards than some state requirements, but we felt it was important for biosecurity,” Kaiser explained.

Shortly following that modification, cattle identification technology was also introduced to the check-in process.

Through all these edits, Kaiser said it was important to communicate well and for the volunteers and staffers to do their best to anticipate any issues before they arose.

Uniformity counts

Part of this anticipation was attained by keeping things as consistent as possible from year to year and show to show. This can sometimes mean balancing different opinions from various breeds.

“The major parts of the show we try to keep as uniform as possible,” Kaiser said. “If something needs to be changed, we do it, but otherwise we keep it as uniform as possible.”

Creating that consistency helps showmen and viewers know what to expect when and keeps the show flowing smoothly like the great dance that it is. And, just like any well-rehearsed dance number, Kaiser said, “A lot of work goes on in the background.”

It all has been worth it in the end for these men who have dedicated years of their lives to making Expo tick.

“The people who bring their cattle to Expo are like family to me,” Howard reflected. “When you are around people who have this lifetime commitment to cows, the show, and the dairy industry, it rubs off a bit; it inspires us to think that what we are doing is valuable.”

Leaders of the breeds

Six men guided the dairy cattle shows at World Dairy Expo shaping it into the world-renowned event it is today.

by Hoard’s Dairyman staff

A PERFECT dance features beautiful dancers, stunning choreography, and a wonderful story to be told. Over the past 50 years, the cattle shows of World Dairy Expo have presented every one of these elements. For five days, beautiful cows grace the tanbark conveying incredible stories of hours of dedication by their owners and exhibitors. All of this is made possible by flawless choreography that has been mastered through years of practice.

“What the public sees as a nice, smooth show is a dance that has been practiced for many years,” said former overall breed show superintendent Bob Kaiser.

It was his responsibility, and the responsibility of the other five overall breed superintendents — Harvey Schwartz, Jim Crowley Sr., Terry Howard, Jim Crowley Jr., and Dave

Bollig — who have led the show since its beginning to facilitate an event that attracts the best of the best, provides a fair and equal playing field, and most importantly highlights the people and cows that cross the colored shavings.

Volunteerism was key

In every part of Expo, volunteers are critical, and this was especially true when the cattle show was getting its feet underneath itself. A few of these volunteers included, and still does today, breed superintendents and the overall breed superintendent. For 42 years, that leadership role was filled by three University of Wisconsin employees, Crowley Sr., Howard, and Kaiser. They guided the show through many modifications, but one thing always stayed the same, the people were what mattered. Perhaps the fourth overall

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Sun Valley Jerseys win Distinguished Breeder

by Taylor Leach

THE recipient of the 2016 National Dairy Shrine Distinguished Dairy Cattle Breeder Award is Bearl and Joanne Seals of Sun Valley Jersey Farm in Cloverdale, Ore.

The Sun Valley Jersey Farm herd consists of over 500 milking animals that excel in both type and production. Over 98 percent of the herd carries the Sun Valley prefix, and the Seals strive to breed long-living, profitable, functional, and eye-appealing cattle.

Bearl knew at an early age that he wanted to become a dairyman and breed a herd of top-quality Jersey cows. He attended Oregon State University (OSU) where he completed his Bachelor of Science degree in dairy science and was a part of the first-place team at the 1967 National Intercollegiate Dairy Judging Contest. While attending school, Bearl met his wife of 47 years, Joanne, who also attended OSU.

The author was the 2016 *Hoard's Dairyman* editorial intern and is a senior at Oklahoma State University.

Bearl and Joanne became partners in his family's dairy, and that is where they raised their three sons, Tom, Dave, and Jeff. The dairy was originally located in Myrtle Point, but by 2000, the family realized that their herd had outgrown its operating capacity. Their sons expressed interest in relocating the herd to a larger farm in Cloverdale. Where they were able to join the Tillamook Cheese milk market and grow the herd.

In 2015, Sun Valley Jersey Farm held a lactation average of 16,779 pounds of milk, 849 pounds of fat, and 643 pounds of protein.

Currently, there are over 20 cows in the herd with a lifetime production over 100,000 pounds of milk, 4,000 pounds of fat, and/or 3,000 pounds of protein.

Various successful sires at A.I. studs have come from Sun Valley Jerseys. Sun Valley Impuls Jupiter (29JE3625) was one of the most well-known genomic young sires to come from the Seals' herd. In 2011,

at 4 years 7 months, he emerged as the breed's highest JPI daughter-proven bull. Jupiter had 466 daughters in 78 herds in December 2014.

The herd enrolled in the American Jersey Cattle Association's (AJCA) REAP program when it was first offered and has been enrolled in the program for over 40 consecutive years, utilizing the classification and production testing option. In December 2014, the herd ranked 67th among the 839 REAP herds nationwide. In March 2015, the American Jersey Cattle Association Top 1.5 percent GJPI Cows list included 17 animals with the Sun Valley prefix, many from maternal lines developed for over 45 years in the herd.

The Seals' philosophy focuses on breeding animals that produce high-

cheese yield milk while also improving the herd's longevity. With the rise in cheese consumption, the Seals continue to place emphasis on high component levels.

Over the years, several tours have taken place at the farm, including the World Jersey Conference Pre-Conference Tour in 1995, the 2009 JISEX USA Jersey Study Tour, and the 2012 National Jersey Annual Meeting.

The family has also consigned cows and heifers to the American Jersey Cattle Association's National Heifer Sale and the Pot of Gold Sale. The Seals' sons also purchased high-genetic-potential heifers in the Pot of Gold Sale and participated in the Youth Production Contest. Several A.I. bull mothers resulted from these purchases along with the development of profitable cow families.

Bearl was co-chair of the 1980 American Jersey Cattle Club National Heifer Sale and also was a part of the AJCC Foundation Research Advisory Committee. Bearl served on the AJCA board for two terms where he helped to implement some of the various programs that the association continues to use to this day.

Off the farm, Bearl recently retired from serving two terms on the Tillamook Cheese board of directors, and is in his third term as a member of the county FSA committee, presently serving as chairman of this group.



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VALEVUE BBK MINERVA was a memorable Blackaddar Bb Kellogg daughter, earning Grand Champion honors at World Dairy Expo in 2005, 2006, and 2008 for owner Steve Searles.

Super sires of the show

by Hoard's Dairyman staff

COWS are the stars of the show today, but bulls once shared the World Dairy Expo spotlight. In fact, the bull show was filled with just as much anticipation and pageantry as the cow classes. Over time, though, growth of the A.I. industry, along with safety concerns for exhibitors and attendees, led to the sunset of bull classes, starting with the Jerseys in 1977.

While the last bull show to be held on the colored shavings took place in 2009 in the Brown Swiss breed, influential sires are still recognized with the presentation of the Premier Sire award at the completion of each breed show. The sires that have won the most Premier Sire banners for each breed are listed in the table.

The most decorated sire

No bull has won Premier Sire at World Dairy Expo more times than Blackaddar Bb Kellogg of the Ayrshire breed. Kellogg captured his first award in 1999 and then went on to earn those honors every year from 2001 to 2012 for a total of 13 wins.

Kellogg's breeder, Norman Boswall of Blackaddar Farm, Frenchfort, Prince Edward Island, felt that Kellogg had potential to become a great sire as a young calf, but he was quick to recognize that "A lot of animals have potential, but few achieve it."

The bull came from a strong maternal line, as he was a son of Blackaddar Milky Model from the well-known Milkmaid family. Boswall said that Kellogg had a lot of milk behind him, and then his dam was bred to a type sire, Bontime Brae Kellogg. "You never know what you are going to get when you do that," he explained.

The result, though, was certainly positive. "As soon as his offspring started coming, they started winning. And they still win," Boswall said. "People still like to use him."

Boswall felt that Kellogg's popularity grew because he made cows that were dairy and tall, with great feet, legs, and udder. Once they matured, they were also great producers.

Fellow Ayrshire breeder Steve Searles from Stillmore Cattle Company of Pine Island, Minn., agreed. "Kellogg sired a lot of longevity. With great udders, the cows lasted a long time, and they milked, too," he said.

Searles also pointed out that Kellogg remained popular for so long because

he was a great type bull. "When he came out, he started siring some really great type animals," he said. One of those cows, Valevue BBK Minerva, was owned by Searles. She was Grand Champion at World Dairy Expo in 2005, 2006, and 2008.

Kellogg was never sold through an A.I. company; instead, his semen was marketed through private sales. When he was just a calf, Bruce Mode of Bonnie Brae Holsteins, Vankleek Hill, Ontario, bought part interest in the bull, and that's where he was housed for many years.

The Boswell family is no longer milking cows, but their herd certainly left an impact on the Ayrshire breed. "To breed a great bull, it makes you feel good," Boswell said, quickly crediting the long line of good genetics behind Kellogg for his reign. "A great cow family, that is the key to any success."

Like father, like son

Most Brown Swiss enthusiasts are likely familiar with a cow named Idyl Wild Improver Jinx. Bred by the Weber family of Idle Wild Farm, she was sold as a calf for a 4-H project. After winning the Western National Show as a 2-year-old, she was purchased by Peter Vanderham of Bridgeview Farm. Vanderham later consigned her to a sale, where she was purchased by Darrell Worden of Forest Lawn Farm, LLC, in Wausau, Wis. Jinx was the Grand Champion Brown Swiss at World Dairy Expo in 1985.

Working with Brian Garrison, a sire analyst for NOBA at the time, the decision was made to flush Jinx to Top Acres Elegant Simon. A few bull calves resulted, but one of them, Forest Lawn Simon Jetway-ET, stood out. "It took Brian about a second to decide which one he wanted (to buy)," said Worden.

He believes the Jetway daughters excelled because of their angularity and dairyness. "His daughters had the will to milk," he shared.

Roger Neitzel, long-time employee of the Brown Swiss Association, echoed those thoughts. "Jetway made them more dairy, which is what the breed was starting to look for," he said. "He also threw animals with type. It was the right combination and complement to the cows we had at that time."

Jetway's reign as Premier Sire lasted a decade before coming to an end in 2006, but you will still find him prominent in many pedigrees. "He's still stamping out good ones," Worden explained.

And even when Jetway's run as Premier Sire ended, his presence was still felt in the showing. His son, Top Acres Jet Pilot-ET, was named Premier Sire three times between 2007 and 2011.

Cut from the same cloth

Tall and long. Black and silky. Great feet and legs. The past few years, nearly every animal left standing at the center of the ring when the Grand Champion Holstein at World Dairy Expo was named fit this description. Those cows are the offspring of a sire named Braedale Goldwyn, whose daughters have dominated the World Dairy Expo showing in recent years.

Goldwyn was Premier Sire of the Holstein Show from 2008 to 2014. From 2008 to 2011, the Junior Champion was a Goldwyn daughter. Later on, his presence was felt in the cow show. So much so that the Grand and Reserve Grand Champion cow in 2012, 2013, 2014, and 2015 were all Goldwyns.

This exceptional sire got his start without much fanfare. "It was just a planned mating," said Goldwyn's breeder, Terry Beaton. Beaton, along with his brother Mark and son Brent, operate Braedale Holsteins of Cumberland, Ontario. Goldwyn was a Shoremar James son born from a cow named Braedale Baler Twine.

Although Goldwyn certainly dominated at shows, Holstein USA's Executive Director of Holstein Genetic Services Lindsey Worden explained that he was not necessarily bred for the showing and was used by all types of breeders early on.

She pointed out that Goldwyn was a high TPI sire when he came out, which is one reason he was so widely used. Goldwyn also followed behind the very popular bull O-Bee Manfred Justice-ET, or O-Man, a bull that "did a lot of great things for the breed," according to Worden.

Then Goldwyn came along with a really nice type profile. He also had great udder traits, low somatic cell count numbers, and was positive for production and fertility. "He had a lot of things the breed was looking for," Worden said. "That is how he got his start."

Once his milking daughters started winning at shows, "That really cemented his legacy," she said. "The proof is in the pudding in his milking daughters." Worden added, "Every generation, certain bulls come along that fit our need. Goldwyn did that for his time."

Goldwyn's widespread popularity has been exciting for the Beaton family. "That cow family did well for us," Beaton said. "It's great to see our prefix go around the world."

Goldwyn, Jetway, and Kellogg, along with the top sires from the other breeds, have certainly left their mark on World Dairy Expo. Even further, they have made an impact on show strings around the world and in barns across the globe.

It takes strong cow families, smart mating, and a little luck to create these top bulls. But, when the pieces come together just right, a sire can stand the test of time and make some of the best cows in each breed. 

Breed	Sire	Premier Breeder	
		Awards	Years
Ayrshire	Blackaddar Bb Kellogg	13	1999, 2001 to 2012
Brown Swiss	Forest Lawn Simon Jetway-ET	10	1997 to 2006
Guernsey	Dutch Mill Telestar Fayette	9	1986 to 1994
Holstein	Braedale Goldwyn	7	2008 to 2014
Jersey	Hollylane Renaissance	8	1997 to 2003, 2007
Milking	Kuszmar Alfairs	11	2002 to 2012
Shorthorn	Othello-Red		
Red and White	KHW Kite Advent- Red-ET	7	2009 to 2015

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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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¹Sifferman 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.

²ZACTRAN product label.

³Van Der Fels-Klerx HJ, Martin SW, Nielen M, et al. Effects on productivity and risk factors of Bovine Respiratory Disease in dairy heifers; a review for the Netherlands. *Neth J Ag Sci.* 2002;50:27-45.



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THESE THREE MEN pictured (L to R): Dean Hermsdorf, Joe Gilbert, and Jim Ostrum were instrumental in developing a world-renowned dairy trade show.

A perfect marriage

by Amanda Smith

COMPLACENCY and contentment have been deemed the enemy of success by many. But rarely, if ever, in its 50-year history, has World Dairy Expo had time to become complacent. Since its inception, World Dairy Expo has undergone a series of continual tweaks — some minor and others major. But each tweak began with a vision to help foster Expo's success.

While World Dairy Expo began as a cattle show, it quickly transitioned to include commercial exhibits. This early shift was critical, as it set Expo apart from the other "cattle-only" shows at that time. Since then, the trade show and cattle show have worked in harmony. Like a good marriage, they are stronger and more successful together than apart.

"As the show expanded and the Coliseum (which was initially its home) reached capacity, exhibits were housed in tents with a curb and gutter in a parking lot behind the Coliseum and along the barns," noted Dean Hermsdorf, head of the Commercial Exhibitors Committee. "Whenever it would rain, manure would begin to flow through the tents and ruin any carpeting it touched. It also wasn't fun to be outside when it started snowing in October."

Without a doubt, the addition of the Exhibition Hall in 1995 was the most important catalyst to attracting additional exhibitors and enhancing the experience for attendees and international participants.

"The Exhibition Hall was a monstrous improvement, and it changed the show. It was Expo's first real statement, a line in the sand to say the trade show is important and we'll put \$1 million into it. It took us out of tents, put us inside, and made a difference in how the show

flowed from a traffic pattern standpoint," said Hermsdorf.

"It provided a phenomenal exhibit space and exploded the trade show economically and from a prestige perspective. The foresight of those who put the money on the line paid off. Now, we're back out in tents because the show has continued to grow."

Dairy is its true north

All dairy, all the time. If dairy is your business, then World Dairy Expo is the best place to reach your current and potential customers. This short week brings more opportunity for connection, innovation, and expansion than any other dairy industry gathering worldwide.

The trajectory for today's trade show took shape under the guidance of Bev Craig, who took over the reins as executive director in 1969, and Joe Gilbert, a long-time Expo volunteer. During the 1970s, the pair placed the trade show on solid footing. Then, in 1988, new General Manager Tom McKittrick and Joe Gilbert teamed up to grow exhibits from 300 to 600 booths in just one year. The trade show never looked back.

To further fuel the show's growth, Jim Ostrom was brought on board as the commercial exhibits manager in the early 1990s.

"When I started, we implemented an organized marketing strategy to develop and promote the show as the best place in the world to reach dairy customers. We also made a concerted effort to network with



The author is a dairy nutritionist with CP Feeds in Valders, Wis., and a former *Hoard's Dairyman* associate editor.

Guide exhibits

The Commercial Exhibitor Committee, led by ABS Global's Dean Hermsdorf, serves as the eyes and ears of the show and is critical to Expo's continued success. Hermsdorf has served as the committee's chairman since its inception.

The committee strives to improve the show from year to year — feedback from trade show exhibitors is key to keeping the show running at peak performance. To strengthen this feedback, committee members must be active commercial exhibitors at Expo. The committee also works tirelessly to ensure Expo's trade show remains a global leader.

potential long-term exhibitors and worked with existing exhibitors to find better and bigger spaces for their booths. Further, we changed the rules to allow for more elaborate displays and modernized the trade floor," noted Ostrom, who is now a partner in eight large farms.

This expansion set the stage for improved international credibility, a better visitor experience, and a greater role for sponsorships.

"We had to think big to achieve the new paradigm that we did. Ultimately, we made the dairy show more valuable by having a large trade show to accompany it," Ostrom said.

They keep coming back

In 2015, 871 exhibitors from 27 countries were present at the show, and hundreds more remain on the waiting list, biding their time until a trade show spot becomes available. The sheer volume of customers reached at this show is unparalleled.

For exhibitors, the trade show provides immense business value. It enables businesses and consumers to interact and connect, while fostering personal connections.

At their core, both Expo and its commercial exhibitors have been aggressive in understanding the needs of the current dairy farmer population.

"In the beginning, the cows carried the show — that's all there was. You can look at Expo and see what the industry has done, that's what makes Expo truly unique," said Hermsdorf. "In its infancy, people showed and the commercial presence wasn't as great. Now, the commercial presence is much larger from an industry perspective. The show has mimicked industry growth and now both components are viable. That's what truly makes the show unique; neither would be good without the other," said Hermsdorf.

Since the show's launch in the late 1960s, its attendee demographics have shifted drastically and now reflect the global nature of the dairy industry. Europeans typically account for one-third of international registrants. There has also been a fourfold rise in the number of Asian registrants over the past two decades. More recently, 3,000-plus people from more than 90 foreign countries have registered as international guests at Expo.

"International attendees have always been there, and early on cows were the catalyst," noted Hermsdorf. "As they looked at U.S. genetics, the Japanese were the early drivers. As dairy expanded worldwide, more international folks started coming. Our commercial exhibitors benefited from it," said Hermsdorf.

In the early years, 10- by 10-foot booths with a table and backdrop were the norm. As the show evolved, marketing efforts became more sophisticated and technology began to play a larger part in drawing consumers in. Today, companies invest thousands of dollars into booth displays, marketing, and giveaways in their effort to connect with dairymen.

"The tactics used to engage attendees have changed significantly over the past 25 years. Promotion occurs

ahead of, during, and after the show through social media," noted Ostrom. "Social media has created a longer period during which relationships can be solidified between suppliers and producers," he added.

Farmers aren't afraid to tell you what they need. Due to its targeted audience, Expo has become a valuable place for companies to conduct market research and receive product-based feedback. Social media, product promotions, presentations, and producer meetings are just a few of the tools companies use to promote their products.

"Companies are also beginning to

target different people within the operation," said Hermsdorf. "Wives have become a very integral part of dairy operations, and companies have begun to address them differently than in the past. Companies have also begun to target and educate employees, as well," added Hermsdorf.

Growth for its future

"Modern facilities and reinvestment pays dividends," noted Ostrom. "Dane County invested in the trade show and grounds and it made the show better. The lesson of the past is the lesson of the future. Any opportunity to collectively invest in facilities

must be taken," Ostrom continued.

Hermsdorf agrees that the trade show has a bright future. "We must continue to challenge ourselves to be flexible enough to meet our customers' needs, whatever they may be. And we have several customers: staff and volunteers, producers, the public, exhibitors, and showmen," he noted.

"We must stay ahead of the curve. You can never rest because then tomorrow you're behind. We have to continue sourcing the right cattle, finding the right commercial exhibitors, and getting the right producers here to make it all work," Hermsdorf concluded. ■

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ROUNDUP READY ALFALFA



"ULTRASOUND WAS SO GOOD AT DIFFERENTIATING BETWEEN NORMAL UDDERS and those containing abnormal gas that the number of cows with detectable gas fell to zero at the 2001 World Dairy Expo," noted Robert O'Brien, D.V.M., who today serves as executive director and founder of the International Veterinary Ultrasound Society.

Ethical leadership sets the pace

by Hoard's Dairyman staff

IT WAS part of the founding leadership . . . way back to Allen Hetts and Gene Nelson . . . who wanted to establish a world-class dairy show," stated Dave Selner, a longtime member of the World Dairy Expo Dairy Cattle Exhibitor Committee. "That was an all encompassing goal, and providing a level playing field was part of that overriding principle."

Through the years, the late Allen Hetts' theory that exhibitors wanted a clean show would prove correct. The science just had to catch up.

Threats rang hollow

By the 2002 World Dairy Expo, the peer-reviewed milk sampling and ultrasound research the show had funded was fully implemented just seven years after the first research effort. Prior to that 2002 show, some people thought entries would be down due to ultrasound testing and other surveillance efforts. The opposite seemed to have happened; exhibitors responded by bringing more cattle. The net result was that animals going through the ring were up 11 percent compared to 2001.

By breed, Red & Whites showed the biggest gain, up fifty head or 29 percent. The other gains by breed were: Holsteins up 43 animals, 10 percent; Jerseys up forty head, 15 percent; Ayrshires up twenty-two head, 13 percent; Milking Shorthorns up fourteen head, 10 percent; and Guernseys up sixteen head, 8 percent. Brown Swiss showed the only reduction, down a mere 1 percent.

Hetts' thoughts on clean shows seemed to be accurate. To look back on that era, one might think there was a unified opinion on the matter, but that notion was hardly true. There were threats by some that they would never show again at Madison if the ultrasound and milk sampling plans were put into full effect.

Early show ethics

Let's take a step back and look at World Dairy Expo's early efforts on ethics, primarily those centering on the business end of the cow — the udder.

Early on, World Dairy Expo became one of the first shows, if not the first, to require top-placing cows to be milked out before the final placings and reasons were given by the judge.

The milkout requirement had strong backers in the early days of World Dairy Expo. But the support wasn't unanimous . . . there were drawbacks. While there had been some significant changes

in the final lineup due to changes in udder conformation, the milkout requirement did cause the show to drag somewhat.

It also meant that if pictures were to be taken, cows would have to be bagged again the following day. Plus, there was the issue of having Grand and Reserve Grand Champions photographed in the showring with empty udders. None of those photography-related issues helped generate dazzling popular press images of the growing show in ensuing media reports.

By 1977, exhibitors and show management really began reconsidering the entire milkout situation. In fact, that specific show became the first in several years that no milkout took place at the Central National Holstein Show. It was reported that exhibitors would be polled on whether or not the milkout should be reinstated. By 1979, the milkout requirement was again taking place at World Dairy Expo with some other shows also incorporating it.

Just how much time did milkouts take?

In 1981, *Hoard's Dairyman* reported, "A milkout of the top five to eight in each of the milking classes still is a requirement in the Central National Holstein Show, at the option of the judge. The milkout takes thirty minutes."

With the onset of "judge's discretion," the milkout slowly faded into history books, and with its sunset, creativity in cow preparation picked up in the barns.

Back to the new approach

World Dairy Expo was so far in the lead on this effort, *Hoard's Dairyman* wrote in 2001, "We believe World Dairy Expo has done as much as any other show to deter unethical practices. Using ultrasound equipment, Expo technicians can determine quite accurately whether udders have been infused or injected inappropriately."

Of course, there were two long-standing issues with fixed udders. For starters, shenanigans were taking place to gain an advantage in the showring by attempting to improve the cow's appearance. The second, and perhaps an even more important matter, is the fact that milk is food for human consumption.

By 1997, World Dairy Expo began taking steps to implement a new, comprehensive ethics strategy. That year, they took milk samples from the Grand and Reserve Grand Champion following each breed show. The samples were taken to the University of Wisconsin-Madison School of Veterinary

Medicine where tests were conducted to determine whether or not milk was normal. Veterinarians kept a close tab on the samples and carefully monitored cow identification to keep a chain of custody.

In addition to milk sampling, cows were randomly selected for ultrasounding immediately following each class that year to ensure exhibitors were following showring rules. By signing the show's entry form, exhibitors had already agreed to the new testing plan. Unlike most other shows, this plan had gone through the Dairy Cattle Exhibitor Committee and was approved by the World Dairy Expo Board of Directors.

If a veterinarian, after evaluating the ultrasound images scientifically, thought a cow had been tampered with, the case went before a subcommittee of World Dairy Expo's Dairy Cattle Exhibitor Committee. In the very first year, exhibitors with cows pointed out by the ethics team got warning letters with the knowledge that a second offense would lead to more serious ramifications.

"We put in levels or degrees of violations from fairly minor all the way to severe after the first year," said Selner, who served as vice chair and then chair of World Dairy Expo's Dairy Cattle Exhibitor Committee in that era. "The thought was just like if you're caught speeding five miles over, there might be a ticket or warning; twenty miles over and it's a ticket; fifty miles over and you're in jail. We wanted to mirror somewhat the way society works."

Breeds back plan

By 2001, other groups began to see that ultrasound was effective at finding "fixed" cows. That summer, World Dairy Expo and the Holstein Association USA teamed up to financially support additional research centered on edema. Later that fall, the PDCA representatives from all major dairy breeds voted unanimously to adopt World Dairy Expo's Code of Ethics and directly incorporate them into the PDCA Code of Ethics.

At the same time, breed leaders encouraged all dairy shows, regardless of level, to follow suit. The breed representatives, in turn, pledged to have each of their organization's board of directors ratify that action. That latter part took place slowly over the ensuing years.

When the Holstein Association USA fully backed World Dairy Expo's initial lead and passed a measure that effectively said that any show not adopting the measures perfected by World Dairy Expo would lose its status as a national show. As a result, there were only five national Holstein shows in 2004, down from ten a year earlier. Of course, World Dairy Expo was on the short list of national shows.

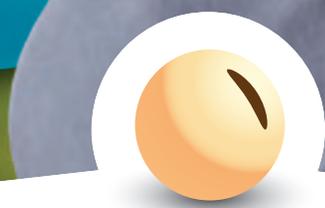
At the same time Holstein was taking action, so too was the Brown Swiss Cattle Breeders' Association. Its national board of directors had enacted a policy of endorsing the new PDCA Code of Ethics, which included using ultrasound to detect any unethical treatment to udders. If a national show decided not to use ultrasound, it would lose its national show status in 2003. It could reapply the following year if it employed the technology.

At that point, ultrasound had made significant inroads, although some additional research took place, including work funded jointly by World Dairy Expo and PDCA. That project investigated whether or not edema acted differently in 2- and 3-year-old cows versus older cows.

In addition to ultrasound and milk samples, topline hair length and an effort to determine whether the hair was real became later initiatives at World Dairy Expo. These days show officials inspect each heifer or cow before they enter the ring for excessive manipulating of topline and/or tailhead hair beyond one and one-half inch from the skin.

"I think we succeeded in our original goal of finding ways to police unethical actions and yet conduct it in a very private, professional manner," stated Selner, who noted World Dairy Expo was able to institute the policy across all dairy breeds. "I believe we've been highly successful in creating a level playing field." 

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■ : From NRC 2001 ■ : From ADSA., 2005, Stern et al., University of Minnesota

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They've been to nearly every show

by Andrea Haines

FOR some individuals, attending Expo has become a long-standing tradition. While the show has evolved over the past five decades, many of the names and faces have remained the same. Here's a look into the memories of some longtime and well-known attendees.

A New York perspective

"For as long as I can remember, I've been involved in some aspect of Expo," shared longtime attendee Horace Backus. "From the days of watching on the sidelines to the involvement I take on now, these eyes have seen many changes and have rested on many consistencies."

The show (World Dairy Expo) is celebrating 50 years of successful dairy promotions this year, and like a favorite book, many veteran attendees have swept off the dust and cobwebs from the memories.

"Those years of battling the cold in tents is a strong reminder of how well we have it today," expressed the pedigree reading legend. "Everyone usually comments on how well the show has improved, and it has, from the greater youth participation to the quality of the cattle themselves," said Backus. "However, the amount of people's pride in their work has always remained the same, and because of that, the show has evolved into something greater than anyone could have ever imagined."

Grew with the show

As a younger version of himself, Tom Morris helped out with show strings and sale crews. These days, he's evolved to managing the familiar World Classic Holstein Sale during the week of the show.

"I can recall the generation before me working hard to make a lasting impression at this very show," he said. "I've had the privilege of working alongside some really motivating people. I, too, reflect on the Expo of before when there was a beer garden and food show, exhibitors housed in tents, and the committee that planned this new barn we use today."

"The location in Madison was always a boost for the surrounding city. In a sense, the purpose of the original show was to promote good-quality dairy cattle, which I am more familiar with in my nature of work, but the promotional aspect of it has really branched out to a consumer awareness level," Morris explained. "The show is the largest-attended, widest visitor-based attraction in the Madison area, including concerts, farmers' markets, college events, and so forth. It's hard not to take notice, even if you aren't from an agriculture background. It's always been growing, even from the early Waterloo days."

As the show grows, the need for new, innovative ways of keeping the visitors' attention has risen, too. "The basic needs for cattle sales are the same," shared Morris. "Genetics, top sale crews, and buyers." The World Classic, similar in spectacular nature to the cattle shows, has been an event for Expo attendees to see firsthand.

"We've always tried to incorporate some type of 'wow' factor for visitors," chuckled Morris. "We've done everything from walking a calf out of a limousine at the beginning of the sale to incorporating the Sheraton across the street."

A spectator's sport

Speaking of spectator awe, there are a few seasoned troops that have graced the colored shavings (see if you can pick them out this year). One individual who stands out in my mind but seems to go unnoticed (which, if he's doing his job correctly, is good thing) is ringman Bob Hagenow. What started out as a favor for Merle Howard (1954 Klussendorf winner) of just helping out in



HORACE BACKUS

A WALKING ALMANAC, HORACE BACKUS knows as much about the Holstein breed as anyone in North America. Backus is a familiar voice to those attending the World Classic at World Dairy Expo, and he will be honored as a National Dairy Shrine Pioneer this year.



BOB HAGENOW

"MANY OF YOUR SHOW VOLUNTEERS have dairy-related backgrounds," shared Bob Hagenow. "It's been shared throughout the show's history that volunteers are what elevate an event or show to succeed. Many of these individuals are dedicating their time to promote the greater cause, the dairy industry."



TOM MORRIS

SINCE 1987, TOM MORRIS has managed sales at World Dairy Expo. By 1989, Morris took over management of the World Premier Holstein Sale and rebranded it as the World Classic.



REX RICKETTS

"YOU CAN TALK ABOUT ALL OF THE DIFFERENCES in the past, even plan for the future, but I think the reality of it all is that Expo is a place for like-minded people to come together for a similar purpose," Rex Ricketts shared. "It just so happens that the dairy industry is one of those industries that takes care of its own, and I think it will be that way for a long time."

the ring turned into an annual task for him.

From the show's infancy, volunteers have stepped forward to keep it interactive for visitors. "The famous colored shavings to the very themes of the displays are captivating," expressed Hagenow. "So many plants need watering, the grounds need to be maintained each day, pictures are to be taken, and stories written at all hours are just a few of the things that go unnoticed."

Hagenow's job has been fulfilling. Not only has he been a ringman for some of the most influential judges who have sorted through numerous cattle, but he also serves as a nonverbal translator for international showmen, a welcoming face to exhibitors and a trade show representative. All the while, he was also working his real job at the Vita Plus booth. "The show has always been a means for industry men and women to come together full circle. Volunteering makes the one-on-one interaction quite natural," he explained.

From the very beginning, cattle shows have always been a spectator's sport, and for Hagenow, he's had the very best front-row seat. "When 'custom leading' began to grow in popularity, Barclay Phoenix had been one of several leadspeople who got tapped to present cattle in the ring. He agreed it's been a running joke for him to have his fair share of 'big attitude' animals to show," chuckled Hagenow.

"He led one that was 'downright rude' to him in that it would lunge and butt at his every move, almost catching him where it counts several times! However, being the professional Phoenix is, he guided these animals to their proper spot, showing them for their respective owners to the best of his ability, many of which won their classes," he said.

"Almost without exception, every judge I've had the honor to work with in the past 25 years of any breed has mentioned just how amazing the quality of the dairy show is and how well prepared the animals come into the ring," he said. "They also usually mention how different the animals look from the center of the ring versus the sidelines. I know many judges have been physically and mentally exhausted when I take the microphone back from them at the completion of their shows, due to them

taking the honor and responsibility very seriously. That is something I believe has never and will never change throughout the lifetime of Expo."

Judging contest changes

The tip of the iceberg will always just be grazed when talking about the countless volunteers and their tasks mentioned. Behind the scenes is where these people can be found. Before the actual cattle shows even begin, many personnel are on hand to ensure a fulfilling youth participation experience.

"The judging teams that come to participate in the national contests are a long-standing tradition. I've certainly been attending the 4-H contest for quite some time," chuckled University of Missouri Extension representative Rex Ricketts. "A fire that destroyed the prior location is what actually moved the contests to Wisconsin."

As many can testify, the new barns are much easier to navigate. "The current barn setup is ideal for smoother class transitioning during the contests," said Ricketts. "I remember having different tagging systems and ways to ensure animals got into the ring. These barns are definitely easier to navigate."

Ricketts mentioned that with all of the things that have changed throughout the years, from coaches, superintendents, barns, and cattle, there's one recipe for success.

"You can be reassured that the constant factor in all of this is the crew's ability to work together and maintain flexibility to cover any challenges that come along. Having a group of people who can work together is important, and I feel it makes the contest better each year," he said.

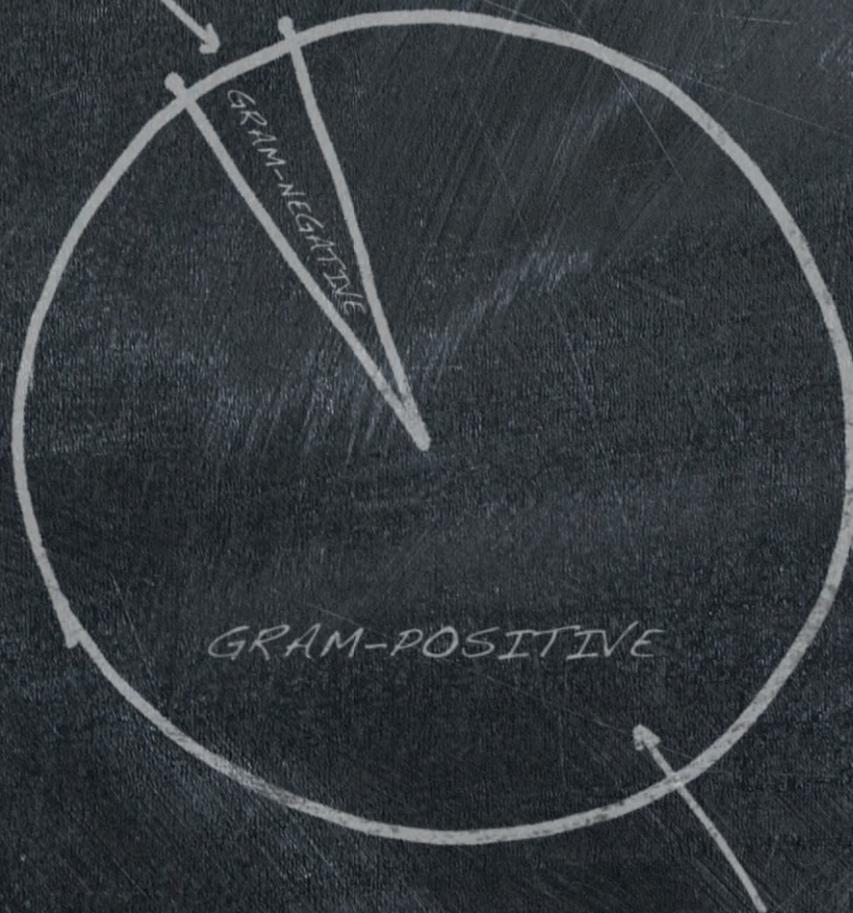
Expo definitely holds a place in people's minds and hearts as a piece of important history for them at some point in their lives. You don't have to be one of the veterans to share in that, but it sure is fun to listen to their stories! 



The author is a freelance writer based in Union Bridge, Md.

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Brown Swiss led the way

by Hoard's Dairyman staff

WHEN World Dairy Expo got its start in 1967, no one knew for certain just how big of an event it would become.

Dairy cattle shows were among the many activities at the first World Dairy Expo. That year, 1,182 head passed through the ring. The show was deemed a success, but it didn't automatically become the national show of all the breeds.

"When Expo started, it wasn't necessarily billed as the 'greatest show on earth,'" noted Roger Neitzel, long-time staff member of the Brown Swiss Association, explaining why there may have been some initial hesitation for breeds to move their national shows to Madison. As for the Brown Swiss breed, though, "The board of directors was ready to support it."

Making the move

The Brown Swiss breed was the first to drop its anchor in 1968 and hold a national show in Madison, Wis., at World Dairy Expo. For about 20 years prior to that, the National Brown Swiss Show had been held in conjunction with the Dairy Cattle Congress in Waterloo, Iowa. Then, in 1966, it moved to the Tulsa State Fair in Oklahoma. The following year it was held during the North American Dairy Show in Columbus, Ohio.

As documented in the *Brown Swiss Bulletin*, upon receiving invitations, listening to presentations, and after a long period of serious deliberations, in late 1967 the Brown Swiss Association's board of directors voted to hold the 1968 National Brown Swiss Show at World Dairy Expo. Other breeds soon followed, but the Brown Swiss breed was the first to use Expo as a home for its national competition.

In all, 83 exhibitors from 13 states brought a total of 268 head (44 bulls, 90 heifers, and 134 cows) to that first national show at World Dairy Expo. The cattle were judged by Charles L. Norton of Kansas State University in Manhattan, Kan. The 3-year-old class was the largest of the show, with 37 head. The 1968 Brown Swiss show was the third largest national contest up to that point, exceeded only by the 302 head shown the year before in Columbus and the 270 head exhibited in Waterloo in 1953.

The Grand Champion Female from the first national show at World Dairy Expo was Bridge View R.F. Joanne 494351, the only entry from California. Her owner, Pete Vanderham, was not able to make the trip to Madison that year, so he sent the 2-year-old to Wisconsin by train with a show string of Milking Shorthorns. Vanderham's good friend, Orville Kurtz, was the one who took the halter and led Joanne to her first-place finish.

Typically unheard of, a bull calf rose to the top over all the other bulls and was named Grand Champion. The calf, Criblez Swinging Medal-

lion, was owned by Tom and Maurice Criblez of Bluffton, Ohio. The Premier Sire was a Wisconsin bull, Welcome In Moonlight, bred jointly by Voegeli Farm Inc. and Nathan Bear of Sugar Valley Farm. Voegeli Farm was also named Premier Breeder, while another Wisconsin herd, Red Brae Farm, was the Premier Exhibitor.

The show was indeed a grand celebration. Ribbons were presented by "Alice in Swissland" Ruth Ellen West and "Alice in Dairyland" Bobby Thoreson. The traditional Parade of Champions was held following the aged-cow class on the second day of showing. The Alpine Duo of Robbie Schneider and Roger Bright from New Glarus, Wis., led the way with yodeling, accordion music, and flag throwing. First- and second-placed animals from each cow class and the Junior and Reserve Junior Champions were paraded around the ring one more time with an imported Swiss bell hanging from each one's neck.

More changes to come

The National Brown Swiss Show's stay in Madison was short lived, however. Even though the quality of the show was reported to be outstanding from top to bottom in each class, the Brown Swiss Association's board of directors voted to move the 1969 national show back to the North American Dairy Show in Columbus, Ohio. The show was held there again in 1970.

"The board likely wanted to please everyone and keep moving the show around," Neitzel said, explaining that there were many Brown Swiss herds in New York, Pennsylvania, Indiana, and Ohio at that time. Still, there were a lot of Brown Swiss breeders in Iowa, Minnesota, and Wisconsin, too, and soon talk began to hold a series of regional national shows.

It was decided in November of 1970 to have three regional national shows. The Central

National Show was to be held in conjunction with World Dairy Expo in Madison; the Eastern National would take place during the North American Dairy Show in Columbus; and the Western National would occur at a location yet to be determined. It was decided that one judge would serve as the official at all three shows. The following year, exhibitors at each of the regional shows would select their own judge for the next year.

In 1971, the first regional national show took place in Madison. Animals from six states were judged by Iowa State University's Fred Foreman. Schulte's Sunwise Pat, owned by Bernard Monson of Gowrie, Iowa, was named Grand Champion. The cow repeated that feat twice more at the 1972 and 1973 national shows.

The format of three regional national shows continues today. Neitzel explained that the Eastern National relocated after a few years and is now held during the All-American in Harrisburg, Pa. The Western National continues to move around to various locations. Since 1971, however, the Central National has always been held in Madison.

The best of the best

While all three national shows draw in tough competition and boast high-quality Brown Swiss cattle, Neitzel estimates that 95 percent of the breed's All-American winners today show at Madison.

"World Dairy Expo draws in the best of the best, not just for Brown Swiss, but for all breeds," he said.

Neitzel was in graduate school at the University of Wisconsin-Madison when World Dairy Expo began. His first job at Expo was to walk the lines of cattle at night. The next year, he hauled and delivered feed to World Dairy Expo for German-town Feed Company. After that, he moved on to an office position taking feed orders.

After a stint with Michigan State University's Dairy Science Department, Neitzel moved back to Wisconsin in 1979 to take a job with the Brown Swiss Association as superintendent of records, a position he held for 32 years. He hasn't missed an Expo since.

Neitzel can recall a lot of changes in the Brown Swiss breed from the late 1970s to now, including more dairyness and quality of udders. He noted that all characteristics of the cow have improved over the years, especially type.

"I'm amazed at the change, even from just 10 years ago," he said.

World Dairy Expo has seen great changes, too, from when that first National Brown Swiss Show took place in 1968. "It's the dairy showcase of the world," he said. For that reason, and many more, Brown Swiss breeders continue to bring the best of the breed to compete on the colored shavings at the Central National Brown Swiss Show. 



THE BROWN SWISS BREED was the first to hold its national show at World Dairy Expo back in 1968. Bridge View R.F. Joanne was the first-placed 2-year-old and was later named Grand Champion of that show by judge C.L. Norton. Orville Kurtz, Milton, Wis., is at the halter.

Seniors recognized

by Hoard's Dairyman staff

LEADERSHIP, knowledge, and passion for dairy are just a few highlighting characteristics of this year's National Dairy Shrine Senior Recognition Award winners.

The University of Minnesota's Mary Liebenstein will receive the top honor, a \$2,000 recognition. You can read more about her on page 552. University of Wisconsin-Madison graduate Bethany Dado will take home the second highest recognition, a \$1,500 award.

Five other graduates will be acknowledged as Senior Recognition Award recipients with \$1,000 prizes. They are Cody Getschel, Osceola, Wis.; Elizabeth Davis, Union Bridge, Md.; Taylor Kruse, Wauseon, Ohio; Caitlyn Pool, Robeson, Pa.; and Kara Maxwell, Donahue, Iowa.

Bethany Dado is a May 2016 graduate of the University of Wisconsin-Madison with degrees in dairy science and genetics. Hailing from Amery, Wis., she competed in dairy judging and regional Dairy Challenge. Her collegiate judging career was high-



Dado

lighted by an eighth-place All-American finish at the 2015 National Intercollegiate Dairy Judging Contest.

Dado also conducted undergraduate research projects during her time at the University of Wisconsin-Madison. She is now working toward a graduate degree in lactation physiology at the University of Florida with eventual plans of working as a professor and researcher.

Another University of Wisconsin-Madison graduate, **Cody Getschel**, was also named a Student Recognition winner. An avid learner with a strong interest in dairy reproduction, Getschel worked as a reproductive research assistant while in college. He said the most impactful extracurricular activity he participated in was the North American Intercollegiate Dairy Challenge. His team received first place in the 2016 national contest.



Getschel

Getschel is also an accomplished dairy judge. He was All-American at the 2015 National Intercollegiate Dairy Judging Contest.

Elizabeth Davis graduated from Virginia Tech University with a degree in dairy science in May 2016. While in college, she invested many hours as the president of the National Stu-



Davis

dent Affiliated Division of the American Dairy Science Association.

Davis was part of the winning dairy judging team at the 2013 National Intercollegiate Dairy Judging Contest and placed second individually at that contest.

As a graduate of The Ohio State University, **Taylor Kruse** received a degree in animal sciences industry option with a dairy certificate and a minor in agribusiness and applied economics. Throughout college, she was involved in Dairy Challenge, participating in Ohio State's competitions, National Dairy Challenge Academy, and as a member of a first-place team at the 2016 Midwest Regional Dairy Challenge.

In addition to these responsibilities, Kruse held internships with Waterman Dairy Farm and Cargill Animal Nutrition. After graduation, she secured a position with Purina Animal Nutrition as a dairy livestock production specialist.

A May 2016 graduate of Pennsylvania State University, **Caitlyn Pool** majored in animal science. An accomplished judge, she was fifth high individual at the 2014 National Intercollegiate Dairy Judging Contest and sixth at the Eastern States Exposition Dairy Judging Contest.



Kruse



Pool

Growing up, she was active in the Pennsylvania Holstein Association, American Jersey Cattle Association, and Red and White Dairy Cattle Association, as well as serving as a county dairy princess and fair queen. Following graduation, Pool wants to work in communications before returning to her family's dairy.

Kara Maxwell graduated from Iowa State University with degrees in dairy science and international agriculture. She is deeply interested in world poverty and the great impact agriculture can have in improving life in developing nations. During college, she studied abroad in France, Italy, and Latin America, expanding her knowledge of agriculture and cultures while maintaining a 3.94 grade point average.



Maxwell

This fall, Maxwell began a graduate program in International Agriculture Development at Oklahoma State University with hopes to one day work to alleviate poverty in developing nations.



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The winds of change

by Amy Ryan



Richard Caverly



Ken Empey



Norman Nabholz

AS AN event inspired by an idea from a group of well-known dairy pioneers to showcase the best dairy cattle, World Dairy Expo has grown with grace over the past 50 years. From growing in cattle numbers to adding a large commercial trade show and the formation of the Dairy Cattle and Commercial Exhibitors Committees to the most recent facelift of the New Holland Pavilions, Expo has been working to meet its growth and evolution. In this article, three distinguished Klussendorf and Klussendorf-MacKenzie honorees, Norman Nabholz, Richard Caverly, and Ken Empey Jr., share their thoughts and experiences on how the show has evolved.

A must attend

Norman Nabholz of Nabholz Farm in West Union, Iowa, was born and raised on a Jersey farm there. He is no stranger to the show and sale rings as he started attending Expo in the early 1970s and has attended almost every Expo since. On the grounds, he could be found working with and leading some of the most notable dairy cattle of all time, including the Jersey great — Huronia Centurion Veronica 20J EX-97. Nabholz, who was recognized in 1989 with the Klussendorf Award, currently buys, sells, and brokers dairy cattle, and he and Gretchen Taylor care for a small herd of elite cattle at the farm.

“World Dairy Expo is the most important dairy show in the world, and if you are involved with any aspect of the industry, it is a must attend,” Nabholz says. “Over the years, I have seen the cattle exhibits change from ‘breeder displays’ to ‘gathered groups’ on a large part and the show itself has gained a more global appeal. As these changes have happened, the cost for exhibiting has skyrocketed.”

Richard Caverly of Clinton, Maine, was recognized with the Klussendorf-MacKenzie Award in 2013. His family owns Caverly Farms, while his wife, Beverly Donovan, is owner of Deer Hill Ayrshires. Throughout the years, Caverly has had the opportunity to work with some of the most prominent showstrings in the world, which include Brigeen Farms, Bovi-Lact, Bonnyburn, Piedmont, Lencrest, Kueffner Holsteins and Jerseys, and Arethusa Farms.

“My family sent two animals from Maine to the Ayrshire show in 1978. Fred Ave Klondike Flossy would be second Senior Yearling and Reserve Junior Champion to a heifer owned by David Bachmann of Pinehurst Farm, and Oak Ridge Bruis Helga that just had passed her 10th birthday would be first Aged Cow and Grand Champion. They went to Expo with the Winter Place Holstein herd that was managed by Klussendorf winner Lewis Porter,” he comments. “I believe the first year I attended Madison I went with Bonnyburn, and that year Bonnyburn Juno Spirit EX-94-2E was a 4-year-old.”

His wife took her cow, Sweet Pepper Black

Francesca EX-94 3E, a legendary Ayrshire that won its class each of the three years it attended World Dairy Expo, while capturing Reserve once and Grand Champion twice. That adds up to five times that his family has actually had animals walk the colored shavings.

Caverly agrees with Nabholz when discussing his choice to attend Expo each year. “World Dairy Expo has replaced Ringling Bros. Barnum and Bailey as the Greatest Show on Earth if you are involved in the dairy industry,” he states. “When you can sit down with the likes of Rodney Hetts and have him tell you about his dad and friends discussing how ‘They needed a show’ and how Expo was built, and then look around and how the show has changed, it is amazing. These pioneers had the vision to know they needed to find a new location to host a national show, and that vision has turned into a great dairy cattle show and one of the 20 biggest trade shows of all industries in the United States.”

He adds that to him the vision of the Expo pioneers is incredible and when the show now attracts 2,500 head from all over North America, some traveling over 2,000 miles one way to compete, that is an accomplishment second to none. Then add the commercial exhibits, and suddenly all corners of the industry have come together to one central point.

Ken Empey Jr. of Ontario, Canada, has attended World Dairy Expo every year since 1976, when he started with Pinehurst Farms, then assisted Hanoverhill Farms and R. Dale Jones. Then, in 1988, he owned part of and exhibited the Grand Champion cow, Cathland Lilac EX-97, and was honored with the Klussendorf Award the same year. In addition to assisting with these herds and owning cattle outside the ring, Empey has enjoyed being the lead judge for five breed shows and the associate judge for two breed shows.

He has also served on the Expo Board of Directors since 2000 and was previously part of the Dairy Cattle Exhibitor Committee. Today, he resides in Ontario with his wife, Eva, and three daughters, Shasta, Ayla, and Sierra, where he runs a manure compost business and works various sales.

“I chose to go as a fitter in the beginning, and then in 1986 we had our first string,” Empey remembers. “Now World Dairy Expo has become one of my favorite shows, and I have developed a huge passion for it. The individuals who started it invested a substantial amount of time and mortgaged their farms to make their vision a reality, and I like being a part of maintaining that dream.”

Involved beyond the barn

Along with assisting many outstanding exhibitors with their strings, Caverly has taken an active role in developing the Ayrshire breed show as he serves on the Judges Selection Committee. “Each individual breed has one of these commit-

tees, a committee I find very dedicated to helping Expo assure the best candidate available is in the center of the ring to judge the individual shows,” Caverly says. “When you have the greatest dairy cattle coming from all over North America from individuals who have dedicated themselves and their lives to presenting these animals at the highest level, it is important to have an individual in the center of that ring who is qualified to evaluate them and can do it in a manner which the cows remain the true focus.”

For Empey, serving on the Dairy Cattle Exhibitor Committee, the World Dairy Expo Board of Directors, and also the recent Building Committee for the New Holland Pavilions is another way to be a part of the big show. He is also very active in the Klussendorf organization, where he has served as president three different times and assists with selecting each year’s Klussendorf recipient and seven scholarships throughout the year. Also, as a former judge of the multiple breed shows, Empey pushed for an increase in compensation for judges and for tuxedos to be their official judging attire. Finally, he was involved in the Ethics Committee for the show, which he admits was a challenge but has now helped set a standard for other shows around the world.

Empey has seen various changes during his years of attendance and involvement with Expo. The first he says is the change in cattle, namely that they are more angular with higher, wider rear udders. In addition, the evolution of the cattle exhibits in the barn, as well as the trade show exhibitor portion of the show, are areas that Empey says have seen extreme growth.

Making memories

When asked about more memorable moments over the years, all three gentlemen cite different events.

“There really has been a lot for my family and our farm,” says Nabholz. “Namely, winning our first Grand Champion cow in 1973 and winning our first Premier Exhibitor banner would rank near the top. Also, being a part of the Pinehurst Farms’ group in 1976 (which won Premier Breeder and Exhibitor at all three national shows) was a thrill for me.”

“Ernest Kueffner told me years ago there are 8,760 hours in the year preceding Expo that we have to prepare, and with that in mind I have never been one to stay ringside and watch the show, as those final hours belong to someone else and it is out of your control at that point. However, there are a couple hours that stand out for me,” Caverly says.

“Watching Beverly at ringside as Francesca graced the colored shavings, knowing how much passion she had for that animal and dedication to her dreams — that is a memory that shall always stay with me,” he said. “I also have to smile when thinking about Ernest Kueffner and Gary Bowers and their master plan to get me to the ring for the

Klussendorf-MacKenzie presentation as both knew I was not headed there on my own.

“To have long-time friends Gary Bowers and Dean Dohle standing beside me when they made that presentation is a moment I shall not soon forget.”

Empey says, “I have had the opportunity to work with Grand Champions and even lead a Supreme Champion, and those experiences all create wonderful memories. On the same hand, finding a cow for someone and watching her develop into a class winner or even more on the colored shavings is so rewarding for me. However, being involved with a world class event like Expo and rekindling friendships with people that you many times only see once a year is the best and most memorable part for me.”

Driving future vision

As all three award honorees reflect on where the show started, where it has been, and where it is going, they each offer a unique perspective with their experience and thoughts.

“I have seen the evolution of Expo from its infancy to the present and it is remarkable to say the least. Knowing some of the founders and most influential people in its growth (Norm Magnussen Sr., Howard Voegeli, Allen Hetts, and people like Dave Bachmann Sr. and Peter Heffering), I think they would be amazed at the growth of the show,” Nabholz says. “But also knowing the history of the prominent show before, The National Dairy Cattle Congress, will hopefully serve as a lesson that no matter how big or important the show is, complacency and misinformation can be the downfall of even the greatest dairy cattle show.”

Caverly concludes, “Around 2,500 of the greatest animals in the world will descend on Madison, Wis., the first part of October every year and only seven will leave as World Dairy Expo Champions! They will come with the best of the best, will be given every opportunity to compete at the highest level on a stage built by dairy farmers and industry personnel. Fifty years is an incredible anniversary executed by dairy farmers with a dream, a dream that started on the corner of a showbox!”

For Empey, being involved in multiple facets of Expo over time has given him an opportunity to see changes from an inside perspective. “The show has grown dramatically since its inception, and numerous changes have been made to accommodate that growth and expansion. I like the fact that the staff works with committees to get feedback from both the dairy cattle and commercial exhibitors, and I feel that the changes have made the show better and stronger and made its credibility second to none. I’m happy to have been involved with those changes and look forward to a bright future for the show.” 



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

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AS THE SUN SETS ON THE FIRST 50 YEARS of World Dairy Expo, the show's leadership looks to the future with confidence in Expo's ability to be the place where the dairy industry meets.

The vision for the next 50 years

by Karen Bohnert

OVER the past 50 years, many individuals have played a role in developing World Dairy Expo from a fledgling show to the internationally respected event that it is today. Scott Bentley, general manager of World Dairy Expo, and Alan Deming, president of the World Dairy Expo Board of Directors who also serves as general manager of East Central Select Sires, both paused to reflect on the world-known, international show.

"It is difficult to name just a few vital players who were instrumental in establishing World Dairy Expo," said Bentley. "However, Allen Hetts is the first name that comes to mind as Expo's key pioneer and ringleader."

Bentley also noted in the book *We Need a Show* that fellow Wisconsin dairy farmers Gene Nelson, Norm Magnussen Sr., and Howard Voegeli deserve significant recognition for their leadership roles.

"Added to the early brainstorming circle are legendary names, such as Gene Meyer, Lee Allenstein, Art Nesbitt, Ted Kruger, and Norm Rasmussen," said Bentley. "Clearly, this is just a start to the pioneers' list. Once Expo began, a whole new list of leading names comes to the forefront."

We Need a Show, a book that looks at the first 50 years of World Dairy Expo, states that "World Dairy Expo has survived and thrived, and by any measure the show continues to grow, evolve, and improve. Expo has become a melting pot of people and businesses from all over the world. It's like the dairy industry's biggest family reunion and largest business conference all rolled into one."

Cows and exhibits

The show is the 27th largest trade show of any kind held in the United States, based on square footage, and is known internationally for its dairy production focus. Attendance in 2015 was 72,204. That included 3,060 registered international visitors from 94 countries.

As World Dairy Expo turns to the next chapter, looking ahead to the next 50 years, Bentley stated that Expo has grown to become the world's finest dairy trade and dairy cattle show. The long-term vision for Expo is to be "the must-attend event for everyone in the dairy industry."

The World Dairy Expo general

manager continued by saying, for it to maintain its leadership role globally, Expo must continue to innovate and reinvent in order to meet the needs and demands of its attendees and exhibitors. "The number of dairy producers will continue to decline globally, so ensuring relevancy is critical," Bentley said.

Expo was built on the service of hundreds, if not thousands, of volunteers who were willing to do almost anything to ensure that the show got off of the ground successfully. Their commitment has allowed the show to flourish for many years. "We must ensure that our volunteers continue to lead us into the next 25 to 50 years of Expo," noted Bentley.

Volunteers provide the pulse

Alan Deming claims that without the Expo volunteers year after year, there would simply be no event. "These volunteers are those who work during the actual event and those serving on committees and boards throughout the year. It takes approximately 250 volunteers to make Expo happen each year, and each of them is deeply appreciated for all they do."

Deming is also thankful for the founding fathers for their World Dairy Expo vision. "Our founding fathers are to be recognized and honored for the foresight they exhibited as they established the framework of Expo. They designed an organization using limited staff, active committees, many volunteers, stakeholders, and input from all the founders who paved the way for what developed into a premier cattle show and a world class trade show," said Deming. "I was fortunate enough to meet and gain their enthusiasm for the event very early in my career.

"A very important part of the success of World Dairy Expo has been the staff," Deming continued. "The organization has been able to grow and put on an expanding event while managing other entities because of the dedicated staff. Expo has been fortunate to have managers who have done an excellent job on day-to-day operations, staff supervision, and forward thinking and planning for future improvements," he said.

"Two staff members I must mention are Ruth Stampfl and Annette

Ziegler, who have both been the solid foundation of the office staff for over 25 years," said the World Dairy Expo president.

"All of these people, and many not mentioned, have been great influences for World Dairy Expo and have helped to build it to the great event it is today," he added.

Deming says in order to be successful in the future, Expo must build on these principles to create benefits for all stakeholders. "Our event goers must feel they receive enough value from the event to justify the time they spend away from home," said Deming.

And on the other side of the dime, Deming said that the commercial exhibitors must feel that they have exposure to enough potential purchasers of their goods and services to warrant the expense of exhibiting. "This also holds true for our cattle exhibitors. They must feel they receive enough recognition, exposure and enjoyment to justify the cost of exhibiting."

Deming stated that the World Dairy Expo Board of Directors and staff are currently planning the next five years of the event. That involves the efforts of numerous individuals, including staff, directors, exhibitors, and key producers. "This group must recognize an ever-changing industry and be sure we have events for both large commercial producers and those with a cattle show desire."

The gathering place

Looking to the next 50 years, the focus continues to be on the next generations — through youth contests and recognition. "We try to make it possible for other events to be held in conjunction with our event," said Deming. "We recognize industry leaders, while continuing to have an enjoyable festive atmosphere to celebrate the dairy industry each fall."

This year's show is pivotal, as World Dairy Expo celebrates 50 years. "We look back to the dedication and commitment and foresight of this show, applauding the successes of it all, and working hard to set the foundation for the next 50 years just as the event founders did 50 years ago," said Bentley.



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



Kildee scholars named

THE 2016 National Dairy Shrine Kildee Graduate Scholarships recipients are Bethany Dado and Mary Liebenstein, and the Kildee Undergraduate Scholarship recognizes Emily Shaw.

Receiving a Kildee Graduate Studies Scholarship is **Bethany Dado** of Amery, Wis. As a recent graduate of the University of Wisconsin-Madison, Dado earned degrees in dairy science and genetics this past spring and plans to pursue a master's degree at the University of Florida, specializing in lactation physiology.



Dado

During her undergraduate career, Dado made the most of the opportunities around her, seeking leadership positions within the Badger Dairy Club, Association of Women in Agriculture, Collegiate Farm Bureau, as well as the UW Marching Band.

Mary Liebenstein of Dundas, Minn., is also receiving a Kildee Graduate Studies Scholarship. Liebenstein will be attending the College of Veterinary Medicine at the University of Minnesota, beginning this fall. She previously earned her animal science degree at the University of Minnesota.



Liebenstein

Liebenstein's leadership skills shine throughout her academic records as well as her involvement in the showring. Throughout her dairy judging career, she earned impressive placings as a fifth individual overall and first team overall at the collegiate contest in Louisville, Ky., and seventh individual at the National Intercollegiate Dairy Judging Contest. In addition, she helped her team reach a second-place finish at the 2016 North American Intercollegiate Dairy Challenge.

This year's Kildee Undergraduate Studies Scholarship is awarded to **Emily Shaw** of Williamsburg, Pa. Shaw will be a junior this fall at Pennsylvania State University where she is pursuing a degree in agribusiness management with a specialization in dairy science.



Shaw

Shaw has embraced the diversity of opportunities the dairy industry provides, and has sought internships on dairy farms as well as in farm finance. She plans to use these skills to assist dairy farmers in meeting their goals. 

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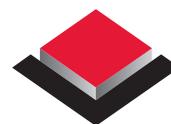
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Breeds in Bloom tops the chart

by Hoard's Dairyman staff



WHETHER it's a Supreme Champion Cow or a Purple Cow Gift Shop souvenir, we all have our World Dairy Expo favorites.

The showing themes are no exception. Breeds in Bloom, the 2004 showing theme that featured a white farmhouse, white picket fence, and white cows grazing on a green pasture of colored shavings, topped the list of 28 showing themes that have set the stage for Expo each year since 1988.

That was according to our poll of longtime World Dairy Expo attendees.

Earlier this summer, we mailed 50 ballots to people from the Atlantic to the Pacific Ocean, and from the U.S., Canada, and Mexico, who saw every World Dairy Expo showing theme. To help refresh their collective memory, we created a video with images of every theme that each ballot-holding judge could watch and then cast their votes. On each ballot, judges ranked their top five choices, with first place being worth five points; second worth four; and so on. In all, we received 40 of the 50 ballots back.

While Breeds in Bloom and the Greek theme were the handy first and second-place winners, there was a close-knit group that also created a lasting impression, placing third to sixth.

Even though the 1993 Greek theme appeared

23 years ago, it still holds a fond place in people's hearts by placing second in our expert balloting. The theme featured cathedral pillars, classic Greek architecture, period-style artwork, and busts of dignitaries, all set on aqua or blue colored shavings.

In third was the classic Swiss Chalet that helped bring to life the theme of Brown Swiss 2000. Set on green shavings, that showing helped welcome the world gathering of Brown Swiss breeders held that year.

Appearing in 1992, the Harvest Moon showing still holds a special place in people's memories. It featured an iconic red barn, windmill, pumpkins, gourds, cornstalks, and fall foliage all set on green shavings. A large harvest moon draped the black curtains in the backdrop. This was World Dairy Expo's most intensive theme, taking 1,800 hours to construct.

Two other themes followed in fifth and sixth, only separated by three points on the ballots.

In fifth was the 1998 Statue of Liberty decorations. That year a showing-wide American flag; red, white, and blue decor reflective of the U.S.A.; and similar marked fire crackers followed the theme of "Where the dairy industry meets." The showing featured blue shavings.

Rounding out the top six was the 2008 showing theme "Building Bridges — Making Connections."

A covered red bridge and grist mill drew eyes to the far end of the showing. It sat on grass sod with trees sprinkled throughout the display. The colored shavings were blue that year.

While those were memorable showing themes, we can't help but think that the colored shavings helped bring each theme to life. All those in the top six . . . there were only 28 showing themes . . . featured green or blue colored shavings. Other colors such as gold, purple, red, orange, and gray have also been used over the years. However, some may have lacked the pop to stand out in people's minds.

Started in 1988

The showing themes started in 1988. That is when a bright-eyed, 27-year-old Tom McKittrick took over the reins as general manager. The creative McKittrick guided the showing art for the next 19 years. All but one of the top six on the ballot were of his creation.

The famous colored shavings debuted a few years before the showing themes, in 1984 to be exact.

So what is your all-time favorite? You can join in the balloting by going to <http://on.hoards.com/WDE-themes> to view images from each year. After watching the video, follow the reader poll to let us know your thoughts on the topic.

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TO CELEBRATE THE 25TH PRESENTATION OF THE DUNCAN MACKENZIE AWARD, Rebecca Tamporello, granddaughter of Duncan Mackenzie, and Maureen MacKenzie, daughter of Duncan Mackenzie, were on hand to present the award to Tim Coon.

(Coon Brothers) farm.

“Amelia, N.Y., was once dubbed as the ‘investor capitol of the world’ by many farmers in the area,” he shared. “It is right on the Connecticut border.

“My father, Dirck, and late uncle Garrison (Garry) established the farm in 1953 in the Smithfield Valley. My dad and mom (Patricia) raised my siblings and me to be hard workers.” Coon’s father, now 89 years old, still runs with his black-and-tan coonhounds and has bred what is known as the “King of the Breed” in dog hunting forums. These dogs are known to be driven creatures when on the scent of what is in their “sights,” such a similarity, coincidence or not, for a family of hard-working individuals with the last name of Coon.

One of life’s lessons for Coon was to never fear hard work. “A lot of people are afraid of hard work. Nothing is always a sure bet, but if you keep at it long enough, you will find some success in yourself,” he explained. “It never hurts to put trust in the Lord either,” he added. “He will always provide in one way or another.”

Coon gives his credit to God for orchestrating a path for his life.

“I clipped a little on the side for a number of years. My first ‘education’ came on the road with Dreamstreet Holsteins under the supervision of Buddy Fleming (71st Klussendorf winner),” he said. Buddy was then known for his talent in topline clipping and connections with some supreme herds.

Buddy Fleming along with Ken Empey and Doug Seidel were strong mentors for Coon. “I was then fortunate enough to land a spot under Bob Fitzsimmons, herd manager for Lylehaven Farm. It was the start of a 14-year working relationship caring for the herd at national shows and sales,” Coon shared.

Going for the “big herds” wasn’t always the goal for Coon. “I take just as much time and care for all of my clients,” he shared. Longtime hoof trimming customers Morey Miller and Clark Woodmansee were loyal to Coon when times “calmed down” within his work schedule. “I still care for their cattle even to this day,” he said.

“After working with Lylehaven, I gained some more work with Piedmont Jerseys and later on Oblong Valley Jerseys. Some of these people grew up with me and we take a mixture of cattle to the shows.”

Udders much improved

Times have changed within the cattle industry, but the types of people seem to remain the same. “It’s amazing to see how the breeds have changed over the years. The improvements on the udders in most notably the Jersey and Holstein breeds are outstanding,” said Coon.

“One bit of wisdom I’ve heard over the years has stuck with me. Wayne Sliker once said, ‘You can’t make them into something they’re not’ (in reference to cattle). I can make the cows I care for look as good as they possibly can, without enhancements,” Coon recalled.

“We are all strong competitors, but we have to use our talents honestly or we will only be hurting the industry we have grown to admire. We have to take a step back and remember the real purpose of these animals, we are feeding the world.”

For years now, Coon has been involved in the care of the Elite Dairy showstring. “Peter Vail and Ken Main are great cowmen. I like working with their string,” he said.

Faith and work

Coon strives to do the “Lord’s work” in each opportunity he’s given. “I am so blessed to have such a wonderful family,” he shared. Coon and his wife, Elizabeth, are parents to three daughters and have seven grandchildren. When he’s not in the barn, Coon is active in his church and spreads God’s word to members of a local drug and alcohol rehab facility. “I also enjoy coaching a team in our local basketball league,” he said.

This year, Coon will join his fellow peers on the colored shavings to welcome the newest member of the Klussendorf-MacKenzie Award. As usual, this year’s awardee will be just as honored, and Coon will be there to assure them that it was well worth the wait. ■



The author is a freelance writer based in Union Bridge, Md.

Some blessings are worth the wait

by Andrea Haines

And let us not grow weary of doing good, for in due season we will reap, if we do not give up (Galatians 6:9).

WORKING with cattle his entire life, Tim Coon of Amenia, N.Y., is familiar with such a proverb. As the familiar saying goes, “Good things come to those who wait,” Coon has always found that the Lord will provide, mostly when not expected.

For Coon, hearing his name announced at last year’s World Dairy Expo as the next in line of 24 prior recipients to win the Klussendorf-MacKenzie Award was a joyful surprise.

“I’m very much humbled by the award,” he shared. “I’m just one person of many deserving people who are as qualified if not better qualified than me. What really resonates in my mind is the amount of cards and phone calls people have sent my way to congratulate me,” said Coon. “People are busy, it’s hard to get

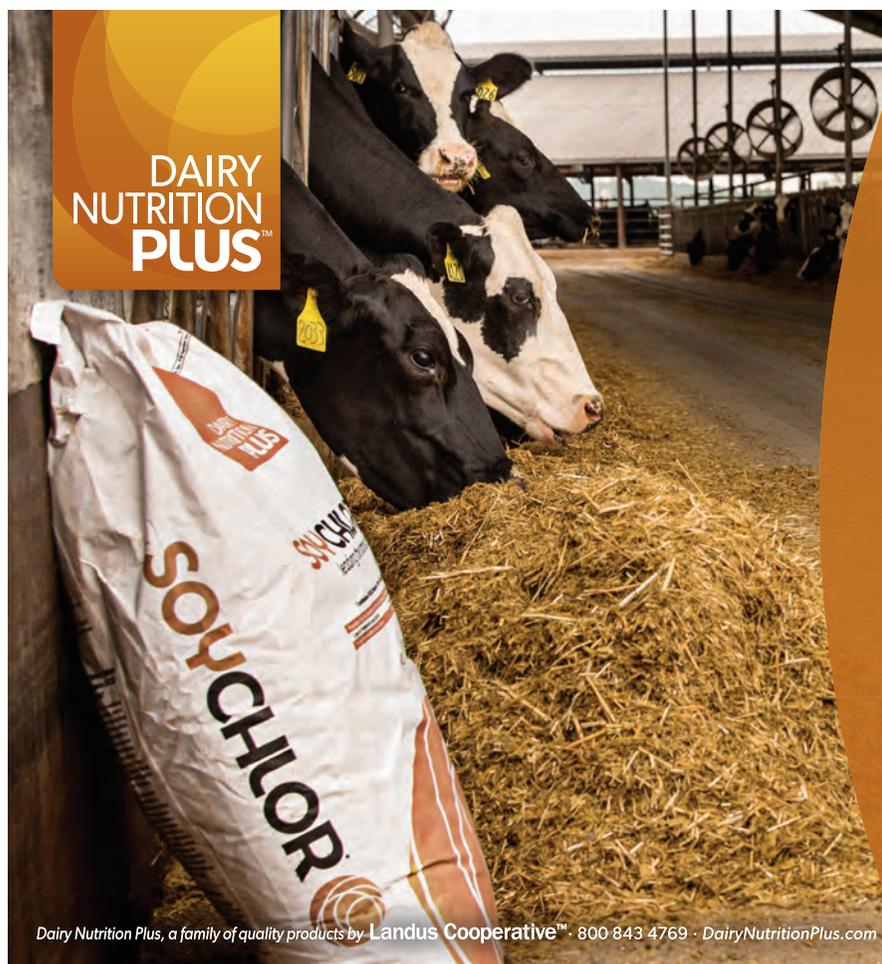
everything completed in a day, and it warms me to think about someone taking the time out of their busy schedules to do something so nice.”

A hoof trimmer first

For 90 percent of his daily routine, Tim is a hoof trimmer, traveling from farm to farm for his valued clients.

“My customers are what keep me going in this business,” expressed Coon. “Many of the opportunities I’ve been able to partake in have stemmed from happy customers. A good many of these clients are the reason I have the skills to travel with the show cattle.”

Once a farm kid, looking back at the place just viewing distance from where he now calls home, Coon grew up with his family on their Guernsey (Smithfield Farms) and Holstein



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THE JACOBS FAMILY includes (from left to right): Kevin Jacobs and Stephanie Benoit, Yan Jacobs and Veronic Premont, Marian Ghielen and Jean Jacobs, Ysabel Jacobs and Tyler Doiron, Laurie Jacobs, and Mathieu Jalbert. Photo by Carl Saucier.

Jacobs named McKown Master Breeder

by Taylor Leach

THE eighth annual Robert "Whitey" McKown Master Breeder Award will be awarded to the Jacobs family of Ferme Jacobs Inc., Cap-Santé, Quebec. This honor will be presented at the historic 50th World Dairy Expo in Madison, Wis. The prestigious award recognizes a well-managed breeder and herd that has been successful at showing and judging, and it emphasizes all qualities of the Klussendorf Award, including ability, character, endeavor, and sportsmanship.

Leo and Nellie Jacobs made the long, yet exciting journey from the Netherlands to Canada in 1951. They then made the decision to purchase Ferme Jacobs in 1965. The farm, or ferme in French, is now co-owned with their son, Jean, and his wife, Marian, whose four children also help manage the establishment. Jean and Marian's two oldest children, Yan and Ysabel, partnered with Ferme Jacobs several years ago and now help oversee the herd as well as work with the young stock. Kevin and Laurie, the two youngest children, are also involved in farming. Kevin, along with his wife, Stephanie, maintain their own herd under the "Intense" prefix, while Laurie works for Lely and helps out at the farm during her free time.

The farm has sustained impressive production records over the years and currently milks 183 Holsteins with a rolling herd average of 11,000 kilograms, 4.2 percent butterfat, and 3.24 percent protein. Not only do the cows excel in the parlor, but many have also made appearances in the showring. The Jacobs family has established a tremendous herd of high-quality type and production animals that have stood at the top of their classes at national and international levels.

Jean and Marian's son, Yan, has had much to do with the herd's genetic success throughout the years. Yan and Ysabel took over the responsibility of breeding decisions at the farm and currently overlook the herd's embryo program. Each year, the farm typically sells 200 animals along with 250 embryos from the herd's flush program. With an impressive number of animals sold, it is estimated that 60 percent of the farm's income comes from the sale of Ferme Jacobs genetics while 40 per-

cent comes from the sale of milk.

The farm has always focused on breeding for type and production traits over the years. Their methods have reaped success, as Ferme Jacobs has secured the Premier Breeder Award at World Dairy Expo each of the past five years. The 95 percent homebred herd currently has one Excellent 96, three Excellent 95, 20 Multiple Excellent, 23 Excellent, 105 Very Good, and 42 Good Plus cows. The family has also had several well-known animals emerge from their herd, such as Jacobs Goldwyn Britany, Excellent 96; Goldwyn Valana, Excellent 95; Jacobs Atwood Vedette, Excellent 95; and Jacobs Fever Cael, Excellent 95.

Other important honors at World Dairy Expo include winning Grand Champion Bred and Owned in both 2014 and 2015, and taking home the Supreme Champion honors in 2013. They bred the 2015 Intermediate Champion and bred and owned the 2014 Reserve Intermediate Champion. Throughout the years, Ferme Jacobs has also secured 81 All-Canadian and 44 All-American nominations, a feat that only a few have accomplished. The total of 125 nominations has resulted in 16 All-Canadian and 12 All-American awards, as well as numerous reserve and honorable mention titles.

Working at Ferme Jacobs is a family affair. Currently, 10 people work full time at the farm, most of who are family members, along with interns. Jean and Marian's grandchildren also seem to share the passion for exhibiting high-quality cattle. The next generation at Ferme Jacobs can regularly be found leading heifers or practicing their judging skills in the show barn. It is clear that the grandchildren at Ferme Jacobs are passionate about success and top-notch cattle, just like their parents and grandparents before them.

The Robert "Whitey" McKown Memorial Breeder Award was made possible by the family and friends of the 1992 Honorary Klussendorf honoree who had a great admiration for the farmer breeder.



The author was the 2016 Hoard's Dairyman editorial intern and is a senior at Oklahoma State University.

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Iowa native honored as Graduate Production awardee

IOWA native Jessica Tekippe is the National Dairy Shrine's Graduate Production Award winner. The \$2,500 award, sponsored by Elanco, is designed to recognize and encourage college graduates within the past nine years to pursue careers in commercial dairying.



Tekippe

Graduating from Iowa State University a year early in 2008, Tekippe demonstrated a strong work ethic and motivation. Her energy and ambition can be seen throughout her undergraduate, graduate, career, community, and now dairy farm management experiences.

As a member of the ISU dairy judging team, she was on the winning team at the Accelerated Genetics Intercollegiate Dairy Judging contest and earned All-American

honors at the National Intercollegiate Dairy Judging Contest.

Tekippe further broadened her horizons on a study abroad trip to New Zealand where she learned about the country's dairy industry, experiencing different management styles such as grazing and robotic milking.

Tekippe's master's program at Penn State focused on lactating cow diets and essential oils. Today, Tekippe is the director of ruminant nutrition for Ajinomoto Heartland.

In addition to her career in nutrition, Tekippe and her husband manage an 80-cow Holstein herd in Fort

Atkinson, Iowa. Through a number of progressive management adjustments, the herd has seen drastic improvements in production, health, and reproduction.

While maintaining her career and managing a dairy farm, Tekippe is also committed to the dairy community. She volunteers with Iowa 4-H dairy judging and Dairy Quiz Bowl. Tekippe also judges county dairy shows and has served on the National Milk Producers Federation Young Cooperators Board. Last fall, Tekippe was appointed by the U.S. Secretary of Agriculture to serve on the National Dairy Research and Promotion Board.

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Rejman named Progressive Commercial Dairy Manager

NATIONAL Dairy Shrine recognized Neil Rejman, Scipio Center, N.Y., as its 2016 Progressive Commercial Dairy Manager Grant Award winner. Rejman received a travel grant of \$2,000 to use for an educational experience.



Rejman

Rejman, along with his brother, Greg, and father, Jack, own and operate Sunnyside Farms Inc. Rejman manages the 4,200-cow dairy while his brother oversees cropping of 5,500 owned acres and 1,000 rented acres. Since Rejman's graduation from Cornell University in 1997, the farm has grown in cow numbers and efficiency. Some of the advances include building an on-site feed mill to streamline the feeding process, installing a manure digester, and constructing a 100-cow rotary parlor.

The farm's core values of "excellence, respect, integrity, work ethic, candor, and humility" are at the heart of every activity and practice done on the farm. Rejman said they do not have an employee handbook; employees are encouraged instead to work with these values in mind.

Rejman said there is a consistent reinvestment of profit to continue to build the business all while keeping debt relatively low. Business aside, the farm is kept in tiptop shape with clean facilities and maintained equipment. This makes for happy cows and happy employees. He mentions that at the end of the day, the main goal is to have fun and to make money.

In 2008, Rejman took a new step to invest in creating Cayuga Milk Ingredients, a milk protein and powder plant owned by 21 area farms. Rejman now devotes roughly 20 percent of his time to working with Cayuga Milk Ingredients, and he currently sits on the board of directors and is a chair on numerous committees.

Off of the farm, Rejman is active in Farm Bureau and with the local FFA chapter.

Rejman plans to use his travel grant to take three to five of the farm managers to visit other progressive dairies around the country. 

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Students honored with Klussendorf and McKown scholarships

by Taylor Leach

THE Klussendorf Association and McKown Fund are excited to announce the awarding of seven \$1,500 scholarships totaling \$10,500.

Ella Jackson, a native of Degraff, Ohio, is one of the three Klussendorf Scholarship recipients. Jackson is a part of her family's first-generation dairy farm and is a student at The Ohio State University. Jackson, an active member of the Buckeye Dairy Club, participates on the collegiate dairy judging team and has competed in other dairy related competitions such as Dairy Quiz Bowl and Dairy Skill-a-thon.

Continuing the tradition of dairy farming is what inspires **Jacob Johnson** to pursue a career within the dairy sector. Johnson, a fourth-



Jackson

generation dairy farmer, hails from Heron Lake, Minn., and attends South Dakota State University (SDSU). After graduation, Johnson would like to teach agriculture education and coach basketball.

Crystal Siemers-Peterman, from Cleveland, Wis., grew up with a passion for exhibiting her Holsteins at local, state, and national shows. Siemers-Peterman has also competed and excelled at numerous dairy bowl and dairy cattle judging contests. Upon graduation from the University of Minnesota, she hopes to work for dairy producers in a



Johnson



Siemers-Peterman

retail setting before returning home to her family farm.

A native of Buskirk, N.Y., **George Lamb** is one of the four awardees of the McKown Scholarship. Lamb's participation within the dairy industry includes competing in 4-H, state, and national dairy bowl competitions; partaking in showmanship and dairy cattle judging contests; and attending dairy related conferences. Upon graduation from the State University of New York at Cobleskill, Lamb hopes to find a career working with dairy cattle genetics in the A.I. industry.



Lamb

University of Wisconsin-Madison junior, **Megan Lauber**, grew up working on her family's 60-cow registered Holstein herd in Union Grove, Wis. As an intern at Golden Oaks Farm, Lauber gained additional hands-on experience working with cattle. She plans to pursue a career involving either dairy genetics or nutrition while also staying active on her family's dairy.



Lauber

Mariah Schmitt grew up on her

family's dairy farm in Fort Atkinson, Iowa, where she participated in various farm activities. At Iowa State University, she is double majoring in dairy science and agriculture and society. Schmitt's accomplishments within the dairy industry include several top 10 placings at dairy cattle judging contests. Upon graduation, Schmitt hopes to find a career where she can work ensuring consumer confidence in the dairy industry.



Schmitt

Jordan Siemers is an accomplished cattle breeder, judge, showman, and student at Cornell University from Elkhart Lake, Wis. His honors within the dairy industry include being a National Distinguished Junior Member Semifinalist, a recipient of the Judi Collinworth Outstanding Junior Exhibitor Memorial Award, and Chairperson of the Holstein Association's National Junior Advisory Committee. After graduation, Siemers plans to work in the agriculture sector before returning to his family's dairy. 



Siemers

The author was the 2016 *Hoard's Dairyman* editorial intern and is a senior at Oklahoma State University.

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Placing his stamp on the Jersey breed

by Andrea Haines

THEY are living treasures, the people among us known as the “trendsetters” of our industry. A sort of celebrity in our world of cattle and genetics, these leaders have earned the respect of their peers, just as a child admires an elder. It is then, to no surprise, that Lorne “Rocky” Ella is held in such high regard by his family, friends, and colleagues.

The Canadian dairyman certainly earned the Klussendorf title at last year’s 74th annual award ceremony. Ella, owner and breeder of Rock Ella Jerseys of Hornby (Milton), Ontario, Canada, has been attending the show since 1984. You see, he was one of the initial breeders to cross the border and show at the marveled event. But let’s start at the beginning . . . his passion is homegrown.

A steady path

The Rock Ella herd received its first National Jersey Master Breeder Award in 1982 under the innovation of his father, Kenneth Ella.

“My father was a huge influence in my life. However, my mother, Velma, was the one who never let dust settle and worked just as hard as my father,” chuckled Ella.

Prominent Jersey herds like Avonlea, Lindale, Starbelle, and Elemar were located close to Ella’s home farm. That further ignited the flame for acquiring cow knowledge, which would eventually set the stage for a remarkable career in the Jersey breed.

His first sole purchase was EX-91, Spruce Avenue Nancy’s Gem, the first-place All-American senior yearling in 1978, from R.T. Sayles. Ella hesitantly sold the cow the following spring, but not without her producing offspring for Ella’s growing herd. This began the path to the “Huronian family.” As a descendant of that purchase, Rock Ella Bel Bas Nancy, an Excellent cow herself, delivered five Excellent daughters within the family of the well-known bull, Huronia Connection Nevada. The Nancy’s Gem legacy continued with her heifer calf Rock Ella Beauty Gem, VG-89, that, in turn,

bore the widely used sire Distinction Designer Gemni, EX-96.

This bull was syndicated in the 1982 Rock Ella Revue Sale and went down in history as a significant influence to the Jersey bloodline with 702 progeny.

“Some may know the bull (Tower Vue Prime) Tequila,” said Ella. “He’s from the same pedigree.” Gemni went on to sire many homebred Canadian cattle, including Rock Ella D D Gemni Fran, SUP-EX, a two-time All Canadian cow that won the 1987 All-American Jersey Jug honors.

“I was very proud of this achievement. Winning with a homebred cow, sired from a homebred bull,” he shared. “At the beginning, I also purchased another cow, Fran’s dam, Spruce Avenue Title Fancy, EX-90, and count these two to be the start of my footing within the breed.”

One of the more remarkable decisions of Ella’s branding was his intuition to appreciate a high indexing bull named Highland Magic Duncan. This insight rewarded the Jersey breed with Duncan Belle, EX-3E, World Dairy Expo Jersey Grand Champion in 1991. This triumph added her to the pair of Grand Champions Ella exhibited at Expo, with Golden Lori being his first in 1989. Ella even bred Rock Ella BSV Natasha, SUP-EX, that earned the 1983 Grand Champion honor for RJ Farms. That same year Natasha won the Futurity at the Royal Winter Fair in Toronto, Canada, on the way to becoming a two-time, back-to-back All Canadian.

Ella gives the impression that anyone can be successful if they work hard enough. It is because of this state of mind that many believe he is so respected by both his peers and younger generations.

“I started out with my own show crew. Frank Robinson (renowned cattle photographer) and Earl Vander Meulen (prominent Canadian Jersey breeder of late) were a few of the members on my team,” he shared. “We had fun and worked hard just like the rest of them. You soon develop your own network of people to share in the ring-

ROCK ELLA’S INFLUENCE AND LORNE ELLA’S HELPFUL NATURE are so prominent among Jersey breeders that many herds have fashioned their futures from his work. As a valued judge, Ella (on left) exemplifies his love of the breed by the decisions he makes to improve the need for the Jersey cow.

side conversations. It’s through these connections that I was able to build my own opinion on certain cattle and reach the point I am at today.”

Extending the Belle brand

Using that showring knowledge definitely paid off for Ella. Duncan Belle later produced significant offspring, Rock Ella Paramount and Rock Ella Perimeter, EX-90. Paramount went on to hold the top JPI (Jersey Performance Index) spot in the U.S., while Perimeter held the same LPI (Lifetime Profit Index) position in Canada. Duncan Belle was bred again and provided the breed with a Canadian favorite, Rock Ella Remake-ET.

In 1995, Giprat Genetic Corporation purchased Duncan Belle. Piedmont Jerseys purchased three of her daughters, Boomer Belle, Berretta Belle, and Brook Belle.

“I consider Brook to be the strongest breeding daughter out of Duncan,” reflected Ella. “She went on to score EX-93 and produced Piedmont Declo Belle, EX-94.” Declo Belle, a 21 Star Brood Cow, contributed to the breed with Lencrest prefixed sires notably in Semex lineups.

Working with the matriarch to the Jersey breed was a door-opening experience for Ella. “I’ve become very proud of what I’ve accomplished to further the breed but also humbled by the success,” he said. “Even to this day, this cow family is proving to be a high-contending bloodline with the win from Musqie Iatola Martha-ET, a Paramount daughter (in reference to Duncan Belle’s granddaughter winning the Grand Champion Jersey honor and Reserve Supreme title at last year’s Expo).

“This is the type of thing I think about when someone mentions ‘Klussendorf’ to me,” he shared. “I’ve been in awe of the recipients of this award since I can remember. It’s truly an honor!”

Ella also began the Rock Ella Revue Sale, an opportunity for breeders to invest in impressive production and strong heritage. One of these sales gleaned one of the highest-selling Jerseys in Canadian history, Rock Ella Designer Judy, EX-93, for \$24,000, then an intimidating number. In 2014, Ella was presented with Rock Ella’s second Master Breeder Award.

“There is an instinct you acquire from years of following genetics,” he explained. “However, you must surround yourself with knowledgeable people about the industry, not just showring individuals, but also the people who are earning that milk check.”



The author is a freelance writer based in Union Bridge, Md.



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The most innovative and adaptive dairy show

by Hoard's Dairyman staff

Born from the desire and dreams to have a world-class dairy show, World Dairy Expo has developed into the world's most-respected and most-renowned dairy event. That is largely due to innovative steps over the past 50 years.

As World Dairy Expo celebrates its 50th anniversary, these milestones help chronicle the key aspects . . . the cows, the trade show, the events, and the people.

1963 — Concerned that the National Dairy Cattle Congress in Waterloo, Iowa, was destined to become a regional dairy show, Allen Hetts of Fort Atkinson, Wis., quietly begins talking to interested parties about establishing a new show in Wisconsin.

1966 — Only the Milking Shorthorn breed calls the National Dairy Cattle Congress a national show that year. The impetus to develop a new show gathers steam. Hetts carries the "We Need A Show" flag.

1967 — The fledgling 10-day show opens on September 15, 1967, with the name World Food Exposition. Earlier that year, an all-breed sale with donated calves and heifers provided seed money.

1967 — Quietly spinning throughout the inaugural event, the globe becomes an iconic Expo symbol. Two large semi-spherical silo roofs were joined to form the 1-ton globe.

1967 — The relationship between the University of Wisconsin-Madison and today's World Dairy Expo begins to blossom. According to faculty lore, Dean Glenn Pound volunteers the entire dairy science faculty to serve as breed superintendents while others assist with other aspects of the show. In 1983, the newly formed UW School of Veterinary Medicine joins in facilitating activities at Expo.

1968 — Intercollegiate and 4-H dairy cattle judging contests are held for the first time. Two years later, the contests that had been held at Chicago's International Dairy Show merges into the Madison, Wis., event.

1969 — The World Food Exposition officially gets rebranded World Dairy Expo.

1969 — The Veterans Memorial Coliseum becomes the permanent home to the cattle show after being completed two years earlier. An opening night banquet draws 2,000 people to the Coliseum floor.

1969 — The first Industry Person of the Year is selected by World Dairy Expo. Since then, Dairyman (1970), Dairy Woman (1973), and International Person (1982) of the Year have been added to the recognition program.

1970 — The first Supreme Champion is selected and awarded the Sidney Wanzer Memorial Trophy. Wind Drift Countess Nora shown by Allen Dairy Farms, Mechanicsburg, Pa., wins the Wanzer Trophy that passed to World Dairy Expo from Chicago's then-shuttered International Dairy Show.

1970 — The National 4-H Dairy Conference, once held at Chicago's International Dairy Show, moves to Madison to coincide with World Dairy Expo. This is also the year that World Dairy Expo moves to a five-day format.

1971 — Leaders representing a variety of dairy interests from across the U.S. meet in Madison,

Wis., to discuss the need for a major trade show. The group purchases the assets of the World Food Agricultural Foundation's World Dairy Expo. The common stock takes the name World Dairy Expo Inc. The dairy trade show, along with the dairy cattle show, begins to take equal focus moving forward.

1971 — FFA joins the dairy judging opportunities at World Dairy Expo. Since then, the FFA contests have helped fuel the unofficial youth day at the show. The day now includes the following Central National FFA Contests: Dairy Cattle Judging, Showmanship, Dairy Products, and Forage Management.

1971 — National Dairy Shrine holds its annual meeting and recognition banquet at the show for the first time, marking the importance of Expo's growing stature.

1972 — The University of Wisconsin-Madison's Badger Dairy Club becomes a mainstay at World Dairy Expo, running nightlines in the early years. In recent years, club members log more than 5,000 hours before, during, and after the show.

1972 — Educational seminars are introduced and quickly gain widespread popularity with attendees.

1973 — The first International Reception welcomes 402 guests from 23 countries visiting the show.

1973 — The Klussendorf Association, formed in 1937, makes its first award presentation at the growing Madison show. By 1976, the "Dairy Cattle Exhibitor Hall of Fame" holds its first annual meeting at World Dairy Expo and has presented the Klussendorf Trophy at the event ever since.



1975 — Known to many as "Big Red," Oak Ridge Kellys Rosid, an Ayrshire, becomes the first colored breed Supreme Champion for Pinehurst Farms of Sheboygan Falls, Wis.

1976 — Due to stall shortages, World Dairy Expo decides to suspend the Jersey show for one year. These days, the Jersey show at World Dairy Expo stands right with the Holstein show in number of animals exhibited; most years it is also the largest Jersey show in the world.

1976 — While a few Canadians are showing at Expo by the early 1970s, Lowell Lindsay realizes many more Canadian exhibitors "were missing the boat" by not being there. That is why Lind-

say, James Walker, and Joe Snyder formally organize a group of Ontario breeders to show cattle at World Dairy Expo.

1977 — The National Intercollegiate and National 4-H Dairy Cattle Judging Contests move to World Dairy Expo and set new records for teams with 36 each. One year earlier, the event was held at the North American Dairy Show in Columbus, Ohio. Prior to that, the event had been held at the National Dairy Cattle Congress, dating back to 1916.

1977 — With fewer bulls being shown, the Jerseys become the first breed to eliminate its bull show.

1980 — Junior 2-year-old classes are introduced for the first time.

1982 — The first Friend of Expo or FOE Award is bestowed to Dr. Jim Crowley who served as the show's dairy cattle superintendent from 1969 to 1988. Joe Gilbert, longtime dairy trade show superintendent, won the second FOE honor.

1984 — The famous colored shavings debut in the showring. Judges also begin to wear tuxedos.

1984 — Reflecting the importance of forages to dairy farming, the World Forage Analysis Superbowl is launched as a way to help educate farmers on growing and harvesting high-quality forage.

1984 — Youth showmanship competitions are initiated. They become a fixture with as many as 300 contestants in any given year in three age categories.

1984 — Providing tours to schoolchildren becomes a major undertaking at World Dairy Expo. To date, over 38,000 students have participated, learning more about cows, dairy farming, and dairy products.

1985 — World Dairy Expo makes the switch from awarding ribbons to neck medallions. They could be worn around the neck and were much easier to handle than the conventional ribbons that often were stuffed into exhibitors' pockets.

1986 — Without a doubt, one of the most significant changes to dairy cattle shows takes place when youth, or junior exhibitors, are recognized in all the breed shows.

1986 — The A.C. "Whitie" Thomson Trophy is awarded for the first time to Eric Dupasquier. Exclusive to World Dairy Expo, the Thomson Trophy is presented to the herdsman or showman who exhibits exemplary leadership and sportsmanship throughout the current World Dairy Expo.



1987 — Brookview Tony Charity earns her place as the best cow to ever walk across the colored

continued on page 50 >>>

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shavings by capturing an unprecedented fourth Supreme Champion title for R. Peter Heffering. No cow had ever earned three Supreme titles, much less four. Charity was indeed “one of a kind” and her four titles, along with wins by previous herdmates in 1977 and 1981, gave Heffering six purple Supreme banners, an Expo record.

1988 — New General Manager Tom McKittrick teams up with longtime trade show volunteer and former interim general manager Joe Gilbert to grow the trade show from 300 exhibitors in 1987 to 600 the very next year.

1988 — The first Expo showing theme created by General Manager Tom McKittrick features a Swiss castle atop green shavings portraying the Swiss Alps theme of that year.

1989 — The Post-Secondary Dairy Cattle Judging Contest is added to the World Dairy Expo portfolio as a contest for two-year college students.

1990 — Adding to its international flare, Bert Stewart starts bringing the Ontario 4-H Dairy Cattle Judging Teams to World Dairy Expo, and the tradition continues to this day.

1991 — The Duncan MacKenzie Award debuts with the same parameters of the Klussendorf Award but recognizes behind-the-scene efforts.

1993 — To better handle business functions, World Dairy Expo officially becomes a not-for-profit organization.



1993 — Commercial Exhibitor Booth awards are awarded for the first time to large and small exhibitor categories. Later on, World Dairy Expo adds a medium category.

1993 — Milking Shorthorn Innisfail Lobelia 72nd-EXP becomes the first five-time champion of any breed. She was bred by California’s Stuart Rowe.

1994 — The Junior Supreme Champion honor is introduced. Recognition quickly becomes the highest level of achievement for a youth-owned cow. Opsal Eagle Jonquil, shown by Tara Opsal, Blue Mounds, Wis., takes home the first award.

1994 — Intermediate Champion is added to five breed shows.

1994 — Perhaps the most legendary World Dairy Expo judge, Dr. David Dickson judges his record 14th breed show that year in a string that dates back to 1975.



1995 — The Exhibition Hall opens and its 100,000 square feet of unobstructed exhibit space with 30-foot-high ceilings soon becomes a catalyst to attract more companies, attendees, and international participants. At its debut, it is the largest convention facility in Wisconsin.

1995 — The International Red & White Show takes the stage and has been held consecutively ever since. The first-ever Red & White national show did take place in Madison, Wis., in 1968, but it would be almost three decades before returning.

1995 — The Red & Whites introduce the 100,000-pound Production Class. Three years later, Holstein follow suit. Later, all breeds offer a similar class based on pounds of lifetime milk or components.

1995 — A milking senior yearling class is introduced for the Jersey show. Other breeds quickly incorporate the idea.

1996 — In partnership with World Dairy Expo, *Hoard’s Dairyman* co-hosts the first-ever Commercial Exhibitor Party.

1997 — World Dairy Expo pioneers a new, comprehensive ethics strategy as milk samples are collected from the Grand and Reserve Grand Champion following each breed show. Ultrasound later became incorporated into the ethics measure.

1997 — The Commercial Exhibitor Committee becomes formalized and mirrors the Dairy Cattle Exhibitor Committee, providing self-governance to the trade show. Dean Hermsdorf becomes its first chairman.

1998 — As a way of partnering with other dairy organizations, World Dairy Expo develops a for-profit subsidiary called WDE Management Inc. That subsidiary now manages organizations such as the Purebred Dairy Cattle Association and the North American Intercollegiate Dairy Challenge.

2000 — At \$82,000, a yet-to-be-cloned copy of C Laduc Broker Mandy is the high seller at the World Classic 2000. The topic is so hot it even makes the October 8, 2000, ABC Evening News with Peter Jennings.

2001 — Virtual farm tours replace actual farm tours at the show after a hoof-and-mouth disease outbreak in Europe. By doing so, virtual tours enable the program to expand to touring farms from all over the globe.

2002 — World Dairy Expo transitions from a Wednesday through Sunday show to a Tuesday through Saturday event.

2003 — The inaugural Gregory Blaska Memorial Trophy is presented to the Supreme Champion in honor of the Expo president and pioneer. It replaces the Sidney Wanzer Memorial Trophy.

2003 — The World Dairy Expo Championship Dairy Products Contest gives a grand stage for the Wisconsin Dairy Products Association to promote its members and products on a national level. It draws a record 1,210 entries in 2015.

2004 — By winning both Supreme (Holstein) and Reserve Supreme Champion (Jersey), Arethus Farm, Litchfield, Conn., becomes the first exhibitor to win both honors in the same year.

2004 — The next evolution of youth recognition takes place with the addition of a separate junior Holstein show. The very first Merle Howard Award is bestowed to the show’s top junior exhibitor, with California’s Robert Teixeira winning the honor.



2005 — A tailor-made building located at 3310 Latham Drive in Madison, Wis., becomes the headquarters of World Dairy Expo. Previously, the organization had been housed at six different Madison locations.

2006 — Mark Rueth becomes the only person to own or co-own four different Supreme or Reserve Supreme Champions at the show when the Holstein Kinyon Linjet Ideal takes home Reserve Supreme honors. Rueth previously had three other cows named Supreme.

2007 — The Guernsey Indian Acres MM Pistachio Pie travels from her home in Massachusetts to make history by becoming the only cow of any breed to be named Supreme Champion of both the Junior and Open Shows for breeder and owner Ashley Sears.

2008 — ExpoTV makes its debut. In 2015, there were 104,725 connections from 50 states, the District of Columbia, Puerto Rico, and 117 countries.



2009 — Old Mill E Snickerdoodle, a Brown Swiss, enters World Dairy Expo lore by claiming her sixth Grand Champion honor. No other cow, from any breed, has been able to claim such an accomplishment. Bred and owned by Allen Bassler Jr., Snickerdoodle earns those titles from 2002 to 2009.

2009 — The last bulls walk across the colored shavings as part of the Brown Swiss show.

2010 — Clark and Joy Vilter of Four Winds Farm garner their 17th Premier Breeder banner . . . an all-breed record . . . moving just ahead of the Gil-Bar Jersey herd, which earned 16 Breeder banners. The Vilters also won 15 Premier Exhibitor Awards, another record.

2010 — A stand-alone fitting competition is added. Prior to that year, the fitting contest was a part of the senior-level showmanship event.

2013 — Radio Frequency Identification (RFID) become the only accepted form of animal identification. That plays a big role in streamlining cattle check-in.

2013 — The Grand, Reserve, and Honorable Mention Champions come from one cow family in the Red & White Breed when KHW Regiment Apple 3-Red-ETN, KHW Regiment Apple-Red, and Ms Candy Apple-Red-ET earn the honors.

2014 — The New Holland Pavilions replace the old livestock barns, becoming perhaps the best livestock exhibition housing in the world. The venue features 290,000 square feet under roof and a premier ventilation system.

2015 — *We Need A Show*, a 200-page hardbound book, is released in honor of the upcoming 50th World Dairy Expo. The effort by 40-plus writers captures countless oral histories on the world’s greatest dairy show.



2015 — For the first time in World Dairy Expo history, three cows from one farm earn Grand Champion honors in respective breed shows. The winning Red & White, Holstein, and Jersey all hail from MilkSource Genetics of Kaukauna, Wis. The Holstein goes on to be crowned Supreme Champion with the Jersey taking Reserve.

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ROLLING OUT THE RED CARPET for international attendees was an “all hands on deck” proposition for the late Bill Clark and his World Wide Sires team. Clark is shown seated in the middle at 1983’s World Dairy Expo.

Where the dairy world reunites

by Karen Bohnert

WORLD Wide Sires and in particular Bill Clark and David Wieckert were instrumental in developing World Dairy Expo’s international flair. This duo has given foreign visitors a view of the U.S. dairy industry—the whole thing—in just one week. John Schouten, general manager of World Side Sires, and David Wieckert talked about the early vision, the growth, and the results of the global scene at World Dairy Expo.

Seeing is believing

In the early years, World Wide Sires’ goal was to help international guests see and believe for themselves how outstanding the cows in the United States were. While many countries did not question that the United States could get milk out of their cows, they did wonder if the

U.S. type was good enough. “At Expo, they could see elite cows and be certain of the quality of our type,” said Schouten, who has been employed with World Wide Sires for 30 years.

Schouten said of his beloved friend and founder of World Wide Sires, “Bill Clark loved the dairy industry. In particular, he loved working with people who comprised the industry and, especially, the people who did this overseas. Thus, World Dairy Expo offered a great opportunity to have all these things come together: People from around the world talking about and appreciating cows!”

With World Wide Sires doing business internationally, it seemed like a perfect fit for their international guests to see so much more—from the elite cows, to a must-see trade show, to thousands of dairy produc-

ers and professionals—all under one umbrella.

With his well-known reputation and countless international associations in his Rolodex, David Wieckert has hosted more than 50 groups of international dairy producers at World Dairy Expo and other dairy-related events over the last 40 years.

In fact, Wieckert has attended World Dairy Expo each of the last 49 years, and many of the tours he has arranged included watching the show. Wieckert’s early connection to the show dates back to receiving his bachelor’s, master’s, and doctoral degrees from the University of Wisconsin-Madison’s dairy science department before joining the faculty in 1963.

As for the Wieckert-Schouten connection, the duo have known one another for four decades, as Wieckert taught Schouten at Cal Poly State University when he worked on sabbatical for six months in the early 1980s.

“Dr. Wieckert has had a very big impact on bringing international guests to World Dairy Expo,” says Schouten. “Dr. Dave traveled extensively internationally, making friends along the way, and while traveling, Dave received incredible hospitality from the overseas dairy enthusiasts. He returned the favor by asking his friends and contacts from other countries to come to the United States, and in particular to Wisconsin.”

Wieckert often would open his home to international guests, returning the same warm-hearted hospitality he was exposed to around the globe. One year this included 14 students from the University of Guelph in Canada that failed to book housing and needed

a place to stay. Over the years, smaller Guelph groups accepted Wieckert’s friendly hospitality. And, many times thereafter, the longtime University of Wisconsin-Madison professor opened his home to international guests, allowing him to strengthen global relationships that developed into future international travel.

A dairy reunion

Wieckert stated, “World Dairy Expo is a natural location to have friends from around the world come to see and enjoy the dairy industry. For those international guests that are drawn to elite cows, Expo delivers. They want to know what bull daughters are doing well and which of those sires are available in their countries.”

He states the later trends seem to have international guests wanting to know more about large herd management. More international companies are now displaying booths compared to previous years, which Wieckert adds, “says a lot about World Dairy Expo.”

Schouten reports, “Every year more and more people come to Expo, and Expo has done a great job promoting the show. Dairy people from around the world see local advertisements about World Dairy Expo and come to the show.” World Wide Sires operates in 70 countries throughout many different parts of the world, and Schouten says that Expo is a perfect fit for their international guests.

In 1975, with not much going on Friday evening during World Dairy Expo, Rich Denier, who served as general manager of World Wide Sires from 1986 to 2001, decided to invite some international guests to his hotel room for refreshments and dairy-based discussions. Since then, the well-known and highly attended World Wide Sires party outgrew a hotel room. These days, World Wide Sires hosts its international guests in conjunction with its owners, Accelerated Genetics and Select Sires.

“The number of guests at our party gets larger and larger each year, and now our event is held at the Grand Ballroom of the Concourse Hotel,” noted Schouten.

Wieckert says that the World Wide Sires dinner party on Friday night has become a family reunion with many generations under one roof celebrating dairy and recalling old times.

Although many visitors travel to World Dairy Expo to see great cows and catch up on the happenings of the global dairy industry—many walk away strengthening relationships and developing friendships.

“Many people make quality relationships due to their love of the cow,” said Schouten. “It is nice to meet up with friends on an annual basis at World Dairy Expo.”



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

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McCullough and Iager scholarships awarded

MEIKAH Dado, of Amery, Wis., and Rachel Coyne, of Spring Valley, Wis., have been selected as winners of the 2016 Marshall E. McCullough Scholarships. Lindsey Rettenmund is the recipient of the 2016 Iager Dairy Scholarship.

Meikah Dado will receive a \$2,000 scholarship toward her education at the University of Wisconsin-Madison, where she is majoring in life sciences communication and nutritional science. Experiences in 4-H and FFA confirmed Dado's passion for dairy and have led her to pursue a career in agricultural communications/marketing.

Receiving a \$1,500 scholarship is **Rachel Coyne**. She plans to use this scholarship as she continues her education at the University of Minnesota, where she will double major in animal science and agriculture communication and marketing. She has been active in 4-H and the Wisconsin Junior Holstein Association.

From Black Earth, Wis., **Lindsey Rettenmund** is currently a student at the University of Wisconsin-Madison Farm and Industry Short Course (FISC) where she is studying dairy farm management, farm service and supply, soil and crop nutrient management, and farm mechanics. Rettenmund plans to return home to her family farm to co-manage the herd with her father until she is able to purchase a farm of her own.

Core scholars recognized

THE National Dairy Shrine recently awarded the 2016 Maurice Core Scholarships.

Trent Dado just began his sophomore year at the University of Minnesota, where he is pursuing a degree in animal science. Dado is a very active student, taking part in Gopher Dairy Club, FarmHouse Fraternity, Agriculture Education Club, Block and Bridle, and Catholic Student Union.

Haely Leiding will also be a sophomore at the University of Minnesota where she is majoring in agricultural education with a minor in animal science. She is involved in the Gopher Dairy Club, Beta of Clovia, and the Agricultural Education Club. Leiding plans to become an agricultural education teacher.

Sabrina Portner entered her second year at Iowa State University where she is majoring in dairy science. Staying very active on campus, Portner is a member of the Dairy Science Club, ISU CALS Council, and First-Year University Honors Program.

Jared Sanderson is a student at Michigan State University pursuing a degree in animal science. Sanderson dedicates much of his time to the MSU Dairy Club, Block and Bridle, Honors College, and Tower Guard. 

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Important Safety Information: No withdrawal period or milk discard time is required. In case of accidental self-injection, wash the site of injection thoroughly with clean running water. Foreign proteins such as pegbovigrastim have the potential to cause anaphylactic-type reactions. Do not use Imrestor to treat cows with clinical mastitis because effectiveness has not been demonstrated for this use. Some cases of hypersensitivity-type reactions have been observed in studies. Abomasal ulcerations/erosions were observed in safety studies; it was concluded that these findings were not clinically relevant. Please see Brief Summary of full Prescribing Information for additional information.



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DESCRIPTION: Imrestor is a sterile injectable formulation of pegbovigrastim (an immunomodulator, bovine granulocyte stimulating factor) in single-dose syringes. Each syringe of Imrestor contains pegbovigrastim (15 mg), L-arginine hydrochloride (94 mg), L-arginine (40 mg), and citric acid monohydrate (17 mg).

INDICATIONS FOR USE: For the reduction in the incidence of clinical mastitis in the first 30 days of lactation in periparturient dairy cows and periparturient replacement dairy heifers.

DOSAGE AND ADMINISTRATION: This is a two-dose regimen. The same dose is used regardless of cow/heifer body weight. Remove surface dirt from the injection site area before injecting. Inject the entire contents of the syringe subcutaneously. Do not reuse the syringe.

Administer the first dose (syringe) 7 days prior to the cow's or heifer's anticipated calving date. If necessary, the first dose may be administered within a range of 4 to 10 days prior to the anticipated calving date to accommodate management schedules. Administer the second dose (syringe) within 24 hours after calving.

Animals that calve either less than or more than 7 days after the first dose should receive the second dose within 24 hours after calving.

Prior to administration, Imrestor should be visually inspected for particulate matter and discoloration. Imrestor is a clear, colorless solution and may contain a few small, translucent or white particles.

Imrestor should not be used if it is discolored or cloudy, or if other particulate matter is present.

Do not shake or tap the syringe prior to use.

WARNINGS:

RESIDUE WARNING: No withdrawal period or milk discard time is required when used according to the labeling.

HUMAN WARNINGS: Not for use in humans. Keep out of reach of children.

USER SAFETY WARNINGS: In case of accidental self-injection, wash the site of injection thoroughly with clean running water. Foreign proteins such as pegbovigrastim have the potential to cause anaphylactic-type reactions. If you experience swelling or redness at the site of exposure, or more severe reactions such as shortness of breath, seek medical attention immediately and take the package insert with you. Report the event to Elanco Animal Health at 1-800-428-4441. To obtain a Safety Data Sheet, contact Elanco Animal Health at 1-800-428-4441.

PRECAUTIONS: Do not use Imrestor to treat cows with clinical mastitis because effectiveness has not been demonstrated for this use.

ADVERSE REACTIONS: Some cases of hypersensitivity-type reactions have been observed in studies outside the United States within five minutes to two hours, occurring most often after the first administration of Imrestor. Clinical signs may include elevated respiratory rate, dyspnea, urticaria, sweating, dependent edema, swollen mucous membranes, and/or hypersalivation, and, rarely death. These reactions resolve within hours of onset with or without therapeutic intervention and have not been shown to reoccur with subsequent injections of Imrestor. Abomasal ulcerations/erosions were observed in the Margin of Safety studies. (See Target Animal Safety section).

To report a suspected adverse drug event, contact Elanco Animal Health at 1-800-428-4441. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

EFFECTIVENESS: The effectiveness of Imrestor for the reduction in the incidence of clinical mastitis was demonstrated in a multi-site natural infection field study conducted at four sites in the U.S. and one site in France. A total of 801 healthy periparturient commercial dairy heifers and cows were enrolled and treated with Imrestor or saline by subcutaneous injection in the neck when they were identified as being approximately 7 days before their anticipated calving date (Day -7), and again within 24 hours after calving (Day 0). Each quarter of each enrolled animal was evaluated at each milking from Days 3 to 30 to monitor the development of clinical mastitis. Animals developing clinical mastitis (using quarter health, milk quality, and California Mastitis Test [CMT] evaluations) through Day 30 were classified as treatment failures. Administration of Imrestor resulted in a statistically significant difference ($p = 0.025$) in the incidence of clinical mastitis (treatment failure rate) across all five sites with a difference in favor of the Imrestor-treated group (failure rate: 60/331 = 18.13%) compared to the saline-treated group (failure rate: 85/338 = 25.15%).

STORAGE INFORMATION: Store under refrigeration (2° to 8°C; 36° to 46°F). DO NOT FREEZE. Avoid prolonged exposure to sunlight. Excursions of up to 24 hours at room temperature (15° to 30°C; 59° to 86°F) are allowed after receipt.

DISPOSAL: Dispose of used syringes in a leak-resistant, puncture-resistant container in accordance with applicable Federal, state and local regulations.

HOW SUPPLIED: 10, 50 or 100 single-dose syringe packages with each syringe containing 15 mg of pegbovigrastim.

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For technical assistance or to report suspected adverse drug events, contact Elanco Animal Health at 1-800-428-4441.

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It grew from a staff of one

by Hoard's Dairyman staff

WORLD Dairy Expo's initial framework — dedicated staff, countless volunteers, collaboration with governments and organizations, and high standards for professionalism and ethics — has served Expo well over the years. However, when it comes to counting the names of that dedicated staff in the early days, it was a very short list . . . one.

World Dairy Expo . . . known as the World Food Exposition in those first years . . . was led by Bruce Walter. After that short, two-year tenure, Bev Craig took the reins as general manager and guided the organization for the next 11 years. Early on, Craig knew he needed some assistance. It just so happened Craig's close friend Maxine Gilbert had decided to go back to work after her children were in school. Over a game of bridge one night, Craig jumped at the chance to hire Maxine, not because he knew Maxine, but he knew she was an exceptional person. Quickly thereafter, Diann Schuette Crowley also joined the team. Both were part-time, while Craig served in a full-time capacity.

Money was a must

Early on, World Dairy Expo demanded a great deal from volunteers. That was in part because the show had a 10-day schedule. Then there was the issue that the show simply didn't have funds to pay people.

"When Craig took over the show, it was still a 10-day show," said longtime trade show specialist Joe Gilbert. "Talk about burning out volunteers," said the second-ever Friend of Expo (FOE) winner. However, evolving to more reliance on staff, and slightly less reliance on volunteers, didn't come with any easy solutions.

"What we needed was money," said Gilbert, who started working with the show in 1969 at the request of his wife, Maxine, and Bev Craig. "In the early days, money was a big hindrance."

Growth was slow but steady. By the 1980s, additional full-time employees came on board. As the show grew, there was a natural progression of positions and departments. There was always a need for cattle show and trade show employees, but posi-

tions in visitor services, accounting, administration, communication, and marketing were added as well.

That aforementioned growth really took another trajectory during the tenure of the show's fourth general manager, Tom McKittrick. It took place because the money-related matter began to be resolved.

Seeing a need to expand the trade show, McKittrick placed laser focus on growing the exhibits in 1988. To do so, he engaged Joe Gilbert who served as interim general manager just one year earlier. Gilbert started making phone calls between the 1987 and 1988 show and had resounding success.

"It was a big year. In 1988, we doubled the trade show space, going from 300 to over 600 booths," said Gilbert. The trade show grew so much that the Exhibition Hall became a reality seven short years later. That facility was the largest of its kind in Wisconsin at that time. And with the growing trade show, the paid staff could now grow.

"In order to attract the best possible employees and be competitive in the Madison job market, we had to provide competitive salaries and benefits and there needed to be year-round work," commented Roger Ripley, World Dairy Expo's third-ever president of the board of directors. "That was when we expanded our mission and established WDE Management to provide services to other groups in the World Dairy Expo off-season," said Ripley in recalling another major Expo development related to staff. "That, in my mind, was a key strategic move that helped the stability and growth of Expo."

These days, the World Dairy Expo staff includes 11 dedicated people. In this, the 50th World Dairy Expo, Scott Bentley serves as the show's sixth-only general manager. In addition, two staffers work exclusively on the cattle show, two on the trade show, two in communications, two in administrative services, one in attendee services, and one in accounting. Two of those staffers, Ruth Stampfl and Annette Ziegler, have 50 years of combined service between them. Stampfl serves as administrative services manager and Ziegler as accounting manager. 



THE WORLD DAIRY EXPO STAFF has certainly grown since its first years. Today, it features individuals who focus on everything from the trade and cattle shows to accounting, marketing, and more. Pictured (L to R): Melissa VanderSanden, Katie Schmitt, Laurie Breuch, Liz Matzke, Ruth Stampfl, Ann Marie Magnochi, Scott Bentley, Kristin Olson, Annette Ziegler, and Kayla Sonnenburg.

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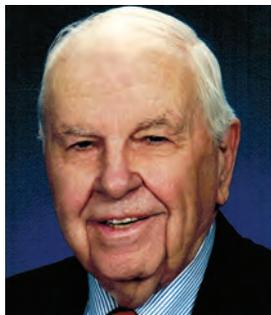
THE dairy industry has been shaped by the incredible leadership of many pioneers who shared their talents with the world. These distinguished leaders are known not only for what they have personally achieved, but also what they have contributed to the industry and other dairy professionals throughout their careers. The National Dairy Shrine has the privilege to honor five individuals for their service as industry pioneers. An anonymous committee selected the recipients, and their portraits will be added to the National Dairy Hall of Fame and Museum in Fort Atkinson, Wis.

This year's honorees include Horace Backus, Holstein historian, pedigree expert, and motivational speaker; Earl Kehrmeier, A.I. industry sales and marketing pioneer; David Kjome, distinguished Minnesota Extension dairy and livestock specialist; Ray Kuehl, esteemed real estate broker with profound involvement as a dairy judge and volunteer; and George Shook, professor emeritus of the University of Wisconsin-Madison who helped shape the U.S. dairy genetics industry.

The "Dean of Pedigrees," **Horace Backus** is most well known and respected across the country for his remarkable knowledge of Holstein genetics and his lifetime of experience in the dairy sales arena. When his father retired from the pedigree business, Backus and his brothers formed a company to continue the sales and pedigree business built on the same values and integrity their father instilled in them. The business was sold in the early 1980s, but Backus continued, as he does today, to work as a freelance pedigree reader.

In total, Backus has read pedigrees at over 3,000 sales and assisted with the preparation of over 5,000 sale catalogs. Prior to electronic pedigrees, Backus would manually search for registration numbers in the herdbook to retrieve parentage information on sale consignments. His attention to detail ensured information was accurate and helped producers get full value for their cattle. Backus was also instrumental in the development of Butterfly Farms, a herd known for breaking national production records.

Backus' love for the perfect dairy cow grew through the years as he studied pedigrees and managed sales. He is also a respected author, having penned 10 books through the years to tell the story of many prolific breeding operations while providing his personal insights on the Holstein industry. Backus has been a quiet leader and a mentor to many in the cattle auction business. His unique contributions to the dairy industry also include developing registered Holsteins that were decades ahead of their time, a deep



Backus



Kehrmeier



Kjome



Kuehl



Shook

knowledge of the histories of cow families, novel methods of typesetting pedigrees prior to computers, and his always eloquent voice in the sales box.

Earl Kehrmeier is recognized as one of the key pioneers in the marketing of U.S. genetics to Europe and across the globe. He played a crucial role in the acceptance and use of American semen in well-recognized dairy countries. He helped to build markets while he traveled and held business relationships with clients in more than 70 countries worldwide. Few people have more experience marketing U.S. genetics than Kehrmeier, as his decades of experience encompass starting and building markets from scratch.

Born and raised on a Wisconsin dairy farm, Kehrmeier started milking cows as a young man. He later partnered with his brother in a milk and general trucking business, a role he held until his start with ABS Global in 1956. There, he began as an inseminator and eventually transitioned to a sales manager. Kehrmeier later joined World Wide Sires to service and develop markets in Europe, Africa, and Middle East countries, and later developed an initial sales training program for World Wide Sires. A teacher of all things marketing, Kehrmeier delivered hundreds of market presentations in more than 30 countries. He also trained over 500 students in A.I. practices while serving on numerous international dairy development and genetic committees.

Kehrmeier led the development of a joint venture in Hungary that still exists today. He was a true pioneer of marketing genetics worldwide, and his developments will benefit the industry for generations to come.

Always an educator, **David Kjome's** contributions to the dairy

industry came through testimonials of dairymen who took advantage of his scientific knowledge and outstanding judgment when making changes to their operations. While he had responsibilities beyond dairy programming, Kjome's primary emphasis was assisting dairy farmers with issues of expansion, feeding, and general management.

In 1981, Kjome worked closely with University of Minnesota faculty to plan and execute a county demonstration project with 21 herds in Olmsted County, known as the Olmsted County Mastitis Demonstration Project. Farms were visited, data collected, and recommendations were made for improving mastitis on every farm, and agribusiness dairy firms were also included. This unique partnership and team effort had a positive impact on production and profitability, while becoming a model for other counties in Minnesota to follow.

Kjome's passion for the dairy industry extended through his abilities as a dairy cattle judge, as he judged three national shows at World Dairy Expo, as well as international shows in Ecuador, Columbia, Brazil, Australia, and New Zealand. When it came to youth, Kjome was a highly talented and sincere leader with tremendous integrity, sought after by many organizations for his skills.

Ray Kuehl could be one of the most devoted and selfless volunteers to ever be involved in the dairy industry. A trailblazer and one of the founding members of the World Dairy Expo Cattle Show, Kuehl has continued to develop and advance the show through its duration. He remains active in many aspects of Expo today. His leadership role as chairman of the Dairy Cattle Exhibitor Committee for many years

helped to grow and shape the image of the event to its current status as the most respected dairy show in the world. Kuehl was also a true pioneer in showing ethics, as he strongly supported developing a gold standard model in showing ethics procedures and enforcement.

Kuehl's influence has been portrayed in other aspects of the industry, as a dairy cattle judge, showman, and mentor. Early in his career, he worked with Allen Hetts of Crescent Beauty Farm, and he showed with some of the very best through the years. A selfless man indeed, Kuehl has also served on various other committees, and is a past president and Distinguished Service Award honoree of the Wisconsin Holstein Association.

A much-appreciated leader in all dairy breeds, Kuehl held an undeniable influence with the Purebred Dairy Cattle Association (PDCA). He also had the opportunity to judge 16 shows in 13 foreign countries. Working for the Holstein Association allowed him the chance to share details of Holstein's classification program and its benefits for all breeds. Through it all, Kuehl has remained a successful businessman, as broker/owner of Ray Kuehl and Associates Realty and Auctioneering Services.

George Shook arrived on the UW-Madison campus as a graduate student in 1963 and never looked back. He joined the faculty just four years later and his 38-year professional career in Madison helped shape the department of dairy science and the U.S. dairy genetics industry. Shook was dedicated to all four missions of UW-Madison: research, teaching, outreach, and service. He was most recognized for his accomplishments in teaching, but Shook's research solved problems for the dairy industry, and his record of service to the university and industry partners was impressive.

Best known for his research on genetic selection for resistance to mastitis, Shook's work led directly to the development of a national genetic evaluation system for U.S. dairy cattle based on somatic cell score. His early publications included studies of sire selection and mating strategies, as well as the use of computers in ration balancing. Shook also studied the design of breeding programs, methods for age-adjustment of lactation records, and the impact of selection for increased milk yield and use of timed A.I. programs on reproductive performance.

A passionate mentor, Shook provided guidance to other faculty and staff, and advised graduate and undergraduate students. Many have gone on to make outstanding contributions to the U.S. dairy industry. Shook has truly served the industry as an incredible teacher, scientist, and human being. 

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A worthy investment, even from the far West Coast

by Karen Bohnert

WITH thousands of exhibitors and visitors flooding the state of Wisconsin during the first week of October, World Dairy Expo has a far-reaching economic impact in the city of Madison. However, the trip is an investment for both attendees and cattle exhibitors. Two West Coast dairy producers, Stuart and Emily Rowe, Innisfail, Davis, Calif., and Sarah and Bud Yoder, Bradner Farms, Abbotsford, British Columbia, openly discuss the cost to show at Expo and their travels to Madison.

“As a lifelong dairyman and breeder of registered dairy cows, my ultimate goal has always been to exhibit some of our own homebred stock at the finest dairy show in the world, World Dairy Expo,” said Stu-

art Rowe. “We’re all aware that you never know what the competition will be, but as the father of one of the greatest basketball scorers said to his son, ‘No one’s ever made a shot that they didn’t attempt!’”

Costs of \$500 to \$2,000

So, what does it take to get a cow to the colored shavings of Expo? “First, it depends on the distance you live from Madison,” says Rowe. “Normally, it costs us around \$500 to ship individual animals from the West Coast unless we are combining with other breeders and sharing expenses with a large semi load.”

Incidentally, if the transportation includes caring for the entry for the duration of the event, the

ONE OF THE FIRST to make the long haul from California to Expo, Stuart Rowe and his Innisfail herd have certainly reaped the rewards of the lengthy trip in the form of impressive placings and numerous banners.

cost, including transportation, could amount to as much as \$2,000 per head. “Take a tour of the parking lots on the grounds at Expo, and you will see an assortment of rigs with license plates from almost every U.S. state and Canadian province.”

Rowe reminisces, telling stories of the first few years when West Coast herds were able to send an entire show string to World Dairy Expo by train for the same cost it takes to send one cow from out west today.

“Our local railroad agent would supply us with a 50-foot automobile hauling railcar and write it on a contract as a 36-foot boxcar; when we returned home with approximately the same number as we started out, they would rebate half the round trip cost,” he said

This generosity stemmed from a long-standing promotional agreement in which the railroad industry supplemented the purebred cattle industry as a thank you for the business derived from shipping massive numbers of cattle by rail to slaughter, primarily to Chicago, the early hub of the packing industry.

Entered in second year

The Rowes first arrived at World Dairy Expo in 1968 with their Innisfail herd and were pleased to win the first of many Milking Shorthorn Premier Breeder banners, including as recently as 2015. However, within a few years, the trains ceased to offer this service and were replaced by long-distance semi trucking.

“In a haul of any distance, whether by train, trailer, or gooseneck, there has to be provisions for cattle care

en route,” says Rowe. “Actually, the boxcars had it best because their 50-foot ‘home’ carried all their feed and water, milking was done in their stalls, and stalls were mucked out going along the rails, with a bed and grub box up on the deck during the trip for the crew.”

One of Rowe’s most memorable trips came in 2002, when he traveled 2,100 miles with his son, John, to Expo. “Then, at the age of 72, I wasn’t sure I was up to repeat an arduous trek to Madison, but as the time approached and some of the show prospects began to take shape, I, too, got the bug!

“I remember after the very long haul to Expo, having Hank Van Exel tell me that he was impressed with a bull calf that he had hauled ahead for us, saying, ‘If nothing else, I can say I hauled the champion Milking Shorthorn bull,’ a prediction that would later come true,” he noted.

Could not believe it

“At one of our fuel stops in Iowa, we came across a woman from Switzerland who had attended World Dairy Expo and could not believe we hauled cows all the way to Expo from California. She shook her head and said, ‘You’re crazy!’”

In recent years, the Rowes have sent fewer entries to Expo, and they are cared for in other strings at approximately \$1,500 per head. “Due to our advancing ages, as well as rising costs for shipping cattle across the country, we will be relying more on exhibitors who own Innisfail Milking Shorthorns to continue our presence at World Dairy Expo,” Rowe said.

Cattle and engagement

Sarah and Bud Yoder have brought a string to Expo for the past eight years and even got engaged at World Dairy Expo in 2012.

“I easily recall that year,” says Sarah Yoder. “We trucked home on a high and found ourselves in the middle of nowhere in Fargo, N.D., when our truck started sputtering. We were close to an exit and were able to chore while we waited for a tow truck. Thankfully, the stockyard was nearby, and despite having 1,200 head of wild horses at the auction that day, they still allowed us to house our cows until our truck got fixed.”

However, the Yoders’ truck had blown an engine and was going to take two weeks to get fixed. Thankfully, through the grapevine, they were able to find a nearby South Dakota dairy that helped out. “They even came and picked up our cows and took them to their farm to care for until our truck was fixed, allowing us to fly home and fly back when

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

our truck was ready," said Yoder.

"We are forever grateful to that family and feel so blessed to be a part of an industry that takes care of one another. There is no doubt that, on a long trip, you really have to be prepared for anything!" she said.

For the Yoders, 1,750 miles separate Abbotsford, British Columbia, from Madison. "It takes us 43 hours and three to four stops," says Yoder. "With a good team, chores get done quickly; one milks, one cleans out the trailer, re-beds, fills up water bowls, and puts down hay."

The weather the past few years coming home from Expo has been good for the Yoders, although they say their biggest problem is dealing with a trailer that freezes up inside. "Most people have their water shut off; we don't, so sometimes it's not so fun," she explained.

Great hospitality

Sarah and Bud count on getting water from gas station hookups, but say that sometimes they are shut off, so they have to keep driving until they find one that is open or pull into a farm.

"The welcome we have received from farms has been overwhelming," said Yoder. "Without hesitation, most farmers tell us to unload the cattle and run them through their parlor. They even give us a hot meal when all we kindly asked for was a hookup for our hose.

"Once we get home from the long three weeks of travel and show, we are simply exhausted, and the question of why we do this does run through our minds. But, honestly, we love showing at World Dairy Expo, and the long adventurous trips add to the memories," she said.

The Rowses wholeheartedly agree, explaining, "Nothing compares to the excitement of watching homebred favorites parade around the ring at World Dairy Expo! As soon as the show is over, you are already thinking about the following year." ■■

Sample Expo costs

On a normal year, when the Yoders don't have to put a new engine in a truck, they budget \$20,000 to \$25,000 for basic travel, feed, labor, and lodging expense for the trip to Madison. The breakdown includes:

- Fuel: \$4,200
- Hired help for trucking: \$150 per day x 6 days = \$900
- Feed: \$400 per head, includes feed for travel and show for 2.5 weeks
- One fitter: \$300 per day x 7 days = \$2,100
- Night crew: \$150 per day x 7 days = \$1,100
- Day crew: \$150 per day x 7 days = \$1,100
- Hotel: \$4,000 for crew for 10 days
- Food: \$1,500
- Flights: \$800 each to fly a fitter plus six family members = \$5,600

"The cost to tie an animal in with someone else's string is \$1,500 for a heifer and \$2,000 for a cow," said Yoder.



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Sophomore Merit Scholarships announced

FIVE National Dairy Shrine Sophomore Merit Scholarships were awarded to Charles Hamilton, Cuba City, Wis.; Ethan Haywood, Hastings, Mich.; Laura Jensen, Comstock, Wis.; Jordan Siemers, Elkhart Lake, Wis.; and Marina Sweet, London, Ohio. Jensen received a \$1,500 award, while the other four winners received \$1,000 awards.

Laura Jensen attends the University of Minnesota and majors in animal science with a dairy production emphasis. Jensen is very active on campus as she is involved in the Gopher Dairy Club, Beta of Clovia Sorority, College of Food Agriculture and Natural Resource Sciences Ambassador program, and Minnesota Quidditch Team. After graduation, Jensen wants to continue to work in the dairy industry.

Charles Hamilton recently began his third year at the University of Wisconsin-Madison. He is

pursuing a degree in dairy science. On campus, he is a leader in many organizations serving as treasurer of the Collegiate Farm Bureau at UW-Madison, Alpha Gamma Rho Vice Noble Ruler of Finance, and Badger Dairy Club World Dairy Expo Show Ring Co-chair. Hamilton plans to return to the farm upon graduation.

Ethan Haywood just completed his sophomore year at Michigan State University. Haywood is currently enrolled in the animal science program. Haywood served as the 2014-2015 Michigan FFA Associa-

tion-State Vice President. Upon graduation, Haywood plans to return to the family farm.

Jordan Siemers has begun his junior year at Cornell University where he is pursuing a degree in animal science with a concentration in dairy management. This past summer, Siemers interned at the Land O'Lakes Corporate Headquarters in Arden Hills, Minn., as a risk management intern.

Marina Sweet attends The Ohio State University majoring in animal sciences-biosciences. Sweet is very active on campus as she is involved in Buckeye Dairy Club; Poultry; Biological Sciences Scholars; Towers Agricultural Honorary; Pre-Veterinary Medical Association; Food Animal Medicine Club; and the College of Food, Agricultural, and Environmental Sciences Student Council. Sweet plans to attend veterinary school after graduation.

Four Junior Merit Scholarships given

THE National Dairy Shrine is proud to honor four outstanding students with Junior Merit Scholarships. Undergraduate, junior class standing students who have declared strong future career interest in the dairy industry following graduation are recognized based on leadership activities, academic ability, and overall interest in a dairy related career.

Amber Gabel of Newport, Pa., receives the \$1,500 scholarship. She is currently a student at Pennsylvania State University majoring in animal science. On campus, Gabel has been active in many organizations, including Penn State Dairy Science Club, Collegiate FFA, Coaly Society, Collegiate 4-H, and Penn State Dairy Ambassadors. After finishing her undergraduate education, Gabel plans to return to the family farm.

Elizabeth Endres of Waunakee, Wis., attends the University of Wisconsin-Madison as a dairy science major. She is extremely active on campus in the Association of Women in Agriculture, Badger Dairy Club, and Collegiate Farm Bureau. She also has been accepted into the highly selective Food Animal Veterinary Medical Scholars Program and will be attending veterinary school this fall.

Johanna Knorr of Pelican Rapids, Minn., is a student at the University of Minnesota where she is majoring in animal science and agricultural and food business management. Knorr is very involved in extra-curricular activities, including the Gopher Dairy Club, Beta of Clovia Sorority, and the University Honors Program.

Trevor Otte of Randolph, Minn., attends the University of Minnesota majoring in animal science with a preveterinary medicine emphasis. Otte was accepted into the VetFAST Food Animal Scholars Program and plans to continue his education at the University of Minnesota Veterinary College.



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HOARD'S DAIRYMAN



Collecting exhibitor memories

by Andrea Haines

EXPO holds a special place in our industry's heart, yet for each person the experience is as unique as the cattle, exhibits, and attendees. To chronicle these individual viewpoints, we asked a sample of everyone from relatively new participants to seasoned show veterans about their favorite World Dairy Expo memories.

Gene Hall, Cushing, Okla.
10 years - cattle exhibitor

"I am amazed at the amount of growth the show has achieved. The depth of the cow classes has become equal to that of the heifers; that's a feat we would not have expected to see in the past.

"I also enjoy giving back to the youth programs as I am tasked with selecting cattle for the 4-H, college, and postsecondary judging contests. The job has given me the opportunity to put a 'face with the fame' of some breeders and their cattle."

Deb Wilson, Antigo, Wis.
8 years - cattle exhibitor

"The whole show is amazing. As a family, we get to participate in such a widely-known event. It's a remarkable experience for our daughter to exhibit her cattle and visit with friends from out of state.

"It's always been a great place for us to market our cattle and to see what we want to use in our herd for the future genetics. We show Milking Shorthorns, and I feel that the genetics improve year after year, just as all of the breeds do. I've been very impressed with the youth participation as well."

Jason Johnson, Woodstock, Vt.
5 years - cattle exhibitor

"As the herd manager, I've had the honor of showcasing the Billings Farm Jerseys over the years. The farm itself has been a regular attendee of the show for the greater part of 25 years, and we've really enjoyed helping youth participants become involved in the showing through our leasing program.

"A story that will go down in the books comes from last year's string. The cattle were at a show out East, and between the changing of animals from that show, back home, and on to Expo, we forgot a heifer! She was never reloaded on the trailer.

Once we realized what we had done, we were already five hours into our trip. Thankfully, she was able to "hitch" a ride with another exhibitor. When we arrived at Expo, a fellow cattleman was distressed over a pair of clippers he'd forgotten . . . until I told him our story."

Greg Cook, Coburn Company
15-plus years - trade show exhibitor

"I've been visiting Expo my whole life. The past 15 years participating as a trade show exhibitor has been a memorable experience. The show has always been a place to meet individuals interested in our products, and the Expo staff is very organized and professional.

"We've come a long way from setting up our booth in the large tents, with snow drifting into our display, to this amazing Exhibition Hall. In many ways, the show has always been a learning experience for how we can provide product recognition."

James Bringe, GEA
15 years - trade show exhibitor

"The interaction we are able to have with our customer base is really an asset to our company. The open concept of Expo's booth space is low-stress for our customers. Expo visitors are able to browse the products we offer in a way that they feel comfortable asking questions. The ability to 'show' a potential customer how a product works proves a huge difference in our success.

"The construction of the Exhibition Hall was a wonderful idea as it provided commercial vendors a controlled environment. It's been nice working with the Expo staff and seeing familiar faces each year."

Reto Ammann, EJ Equipment
3 years - international salesman

"I've been attending World Dairy Expo to meet new customers. I work with an Italian manufacturer, but the U.S. market is a growing venture for our company. Expo staff are very accommodating of our needs, and the relationships I've made in just the past three years are highly valued." 



The author is a freelance writer based in Union Bridge, Md.



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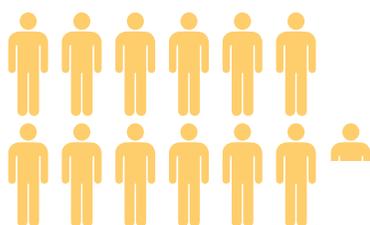
BY THE NUMBERS

by Amanda Smith

Millions of attendees, thousands of cattle, hundreds of companies, countless hours of volunteerism, and just one World Dairy Expo. Enjoy these facts and figures that document how far Expo has come in its first 50 years.

73,000

Number of cows shown since 1967

Number shown in 1967: 1,182
Number shown in 2015: 2,296

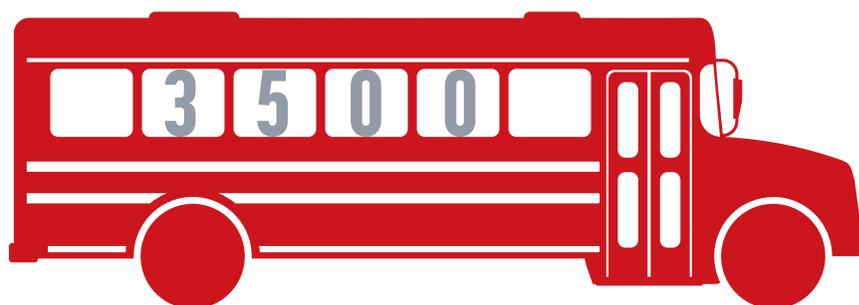
Number of attendees since 1998:

1.23 million

Number of international guest since 1998:

49,528**8,460**

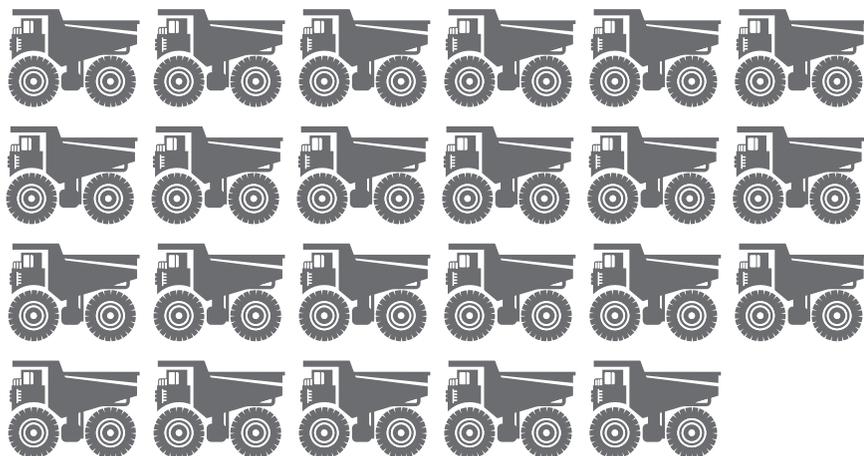
Number of junior show exhibitors since 1993



Number of school tour participants in 1984. About 1,500 per year now.

\$152,000

Dollars spent in WDE Dairy Product Auction since 2011

4 Most Supremes by one cow (Charity)**1** Number of double Supremes (Pistachio Pie)**260** Number of days of Expo**233** Number of dairy cattle judgesSquare feet of paid exhibit space:
564,667 square feet
27th largest tradeshow in the U.S.Tons of shavings used annually: 23 tons
If that amount was used every year since 1967: 1,150 tons

Number of grilled cheese served in 2015

28,000+

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WORLD DAIRY EXPO is not only an important event for Dean and Dianna Malcolm's CrazyCow In Print and Dean Malcolm Cattle Photography, but also for their Bluechip Genetics. Their attendance at Expo has opened doors to international partnerships.

the Royal Shows in Australia, and International Dairy Week are at the top of our list of shows to attend," Malcolm says.

"We have been lucky enough to attend Expo with the goal of researching stories and animals and to come home with that achieved. Even better are the super friendships that we have made with like-minded people."

Inspirational connections

Along with spending countless hours taking pictures, Hopman and the HI staff conduct meetings both on and off-site.

"For Holstein International, it is a way to get in contact with our readers. We find it is very inspiring to talk to the U.S. breeders as they are willing to share their thoughts, and they breed the best Holstein cows in the world. That interaction is second to none, and it is very inspiring and motivating for us to meet the top of the Holstein industry," he says.

With the above mentioned goals in mind, Hopman feels World Dairy Expo is a critical show for his team as it offers great opportunities for networking and photographs, both inside and outside the showing.

Malcolm also sees unmatched networking potential through her attendance at World Dairy Expo on multiple levels. "Our international networks and friendships, both in showing and the media, are pivotal to so much that we do every day. It allows us to do a better job of bringing the news home to our networks in Australia," Malcolm comments.

Along with covering the dairy cattle shows, Malcolm looks for unique perspectives and stories she can share with her audience.

From the breeder standpoint, Malcolm says their attendance at Expo opens up many doors for them, from marketing to friendships. "Attending Expo has allowed us to bring genetics to Australia through exciting partnerships with great people from North America, and just recently Spain," Malcolm continues. "We have also been lucky to have a number of young people spend time working with us at Bluechip Genetics because of the profile we have built with show cattle and CrazyCow In Print. Those young people often start as a name on Facebook and end up as part of our extended family, which to us is really special."

Everyone has their favorites

While Hopman admits that the Swiss Expo and the Royal Agricultural Winter Fair may offer more spectacular presentation during the cattle shows, he says the cow quality at Expo is unmatched.

"My favorite part is selection of the Grand Champion Holstein cow, as I get to see the best cows in the world in one showing," Hopman says. "While I know the show is finished and I am tired, I want to be on my own level and do my best. I enjoy the opportunity to be a part of the big show and take photos there."

For Malcolm, seeing the world class cattle is also a draw, but that goes hand in hand with meeting old friends and making new ones each year.

Both Hopman and Malcolm state that making the trip to Expo is an expensive venture, but the experience and chances it presents to network with their audiences is valuable justification.

"All in all, although the travel, hotel, and booth costs to attend the show are high, the investment is justified as we get great pictures, networking opportunities with advertising and subscribers, and good publicity in the long run," Hopman says.

While Malcolm also acknowledges that the actual cost to attend Expo (around \$10,000) and the cost of employing staff at their farm to cover their time away are significant, she says that the benefits outweigh those costs, both personally and professionally.

"One of the early and defining reasons we have continued to support Expo is the people who run it are cow people themselves, who understand the industry and the people in it. That is perhaps the greatest strength of this show. So, 'thank you' to Expo for making us and our friends feel so welcome!" she concluded.



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

A media must – Internationally speaking

by Amy Ryan

WORLD Dairy Expo has something for everyone interested in dairy. This is true both domestically and internationally, and with more than 3,000 international attendees last year, the international presence at the show continues to grow. In the words of two frequent World Dairy Expo attendees, the benefits of attending the show far outweigh the costs.

As a world-renowned photographer and co-owner of Holstein International (HI), Han Hopman, of the Netherlands, sees numerous reasons to make World Dairy Expo a priority, and he has made the trip a yearly occurrence since 1989. Hopman attends 15 to 20 shows annually, and Expo ranks among the top of the shows that he covers each year. He and Christine Massfeller take the pictures for all HI publications, which are published in more than 60 different countries and six languages.

In addition to his work on the

Expo grounds, Hopman travels around Wisconsin from Monday through Friday of Expo week taking photos of herds they are interested in featuring in HI. As far as specific photos taken every year at World Dairy Expo, he always takes pictures of the champion cows but also tries to highlight unique moments behind the scenes.

"For me, the main goal is to take the best pictures I can to cover the show," Hopman says.

Dianna Malcolm, of Victoria, Australia, is another loyal Expo goer who has been attending Expo since 2004. Since she and her husband, Dean, own Bluechip Genetics, run the dairy magazine CrazyCow In Print, and are behind Dean Malcolm Cattle Photography, Malcolm finds herself taking in various aspects of the show.

"While we don't need to attend every show to cover for CrazyCow In Print due to today's exceptional coverage from so many outlets, Expo,



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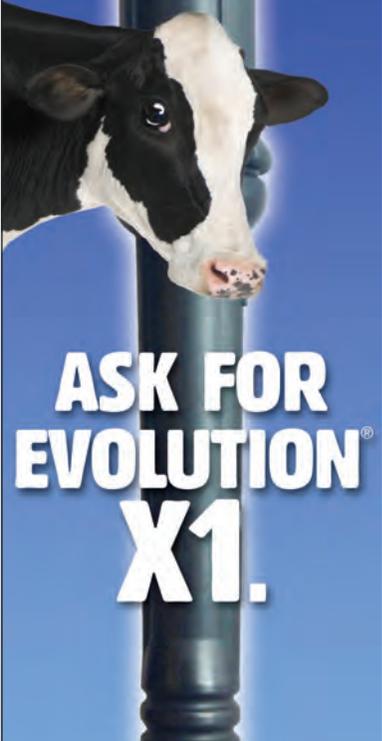


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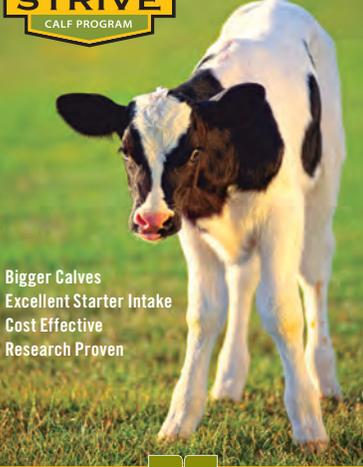
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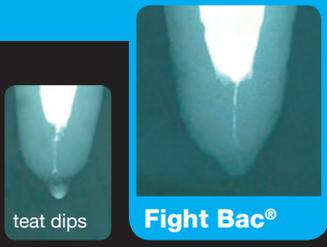
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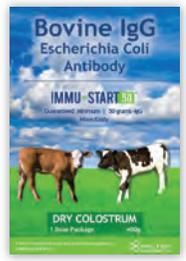



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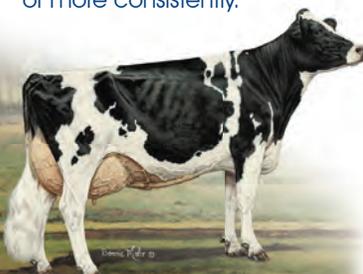
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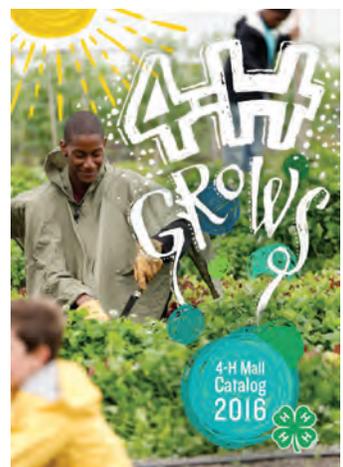
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stack of magazines. He said, "There's a hundred-plus ads in those magazines. Go ahead and start calling them."

So I got on the phone and made some calls. All of sudden, we began to get some orders resulting from those phone calls. I sold, sold, and sold.

That's when World Dairy Expo started to get some financial traction because of substantially increased income. That was a big year . . . in 1988 we doubled the space, going from some 300 spaces to over 600 booths that year.

Tell us about some of your innovations for the show.

We had the problem of all those outdoor trade show tents before the new Exhibition Hall. If it rained, the rain would come down, hit the barns, run off, travel to the manure storage, and continue through the tents where these exhibitors were trying to sell. It was a mess, and we needed an immediate fix. The solution? It involved 6 to 8 inches of asphalt curbing. We needed it installed immediately.

Dane County gave us a very reasonable price . . . we could not afford the curbing when considering our budget. That curbing solved the problem. As a memento of that quick decision, World Dairy Expo still has my "retirement present" . . . a piece of that curbing with a plaque on it.

The other innovation involved the new Exhibition Hall. Everybody wanted to get out quickly on the show's last day. Further, exhibitors wanted to come and drop off their exhibits at the front end of the show on the docks.

How did you accomplish this quick move in and move out?

Maxine and I had gone on vacation to Newfoundland, Nova Scotia, and back to Maine via a big car ferry. We had a 35-foot fifth-wheel and pulled down into this loading area where all these trucks, vans, and other vehicles were quickly loaded. I watched to see how staff loaded that ship so quickly; it loaded in about a half hour with close to 1,000 vehicles. They accomplished that by forming four lines. I thought to myself that should work for World Dairy Expo and the new exhibit building . . . Exhibition Hall.

I visualized the new Exhibition Hall dock area and quickly concluded that such a plan would work there. It simply was done by forming five lanes leading up to the dock from the parking area and dedicating a lane each to large semis, smaller trucks and vans, and finally passenger cars. Using volunteers who had helped me previously, they formed a team at the entrance, and would, with help from Dane County police, help direct traffic, unload on the dock, and then have the vehicle leave for the parking area. That worked very well.

How did the Commercial Exhibitor Committee get its start?

I helped form the Commercial Exhibitor Committee — that's another legacy. I found out quickly that as we grew, good communications would certainly enhance the operation. I went to Tom McKittrick and talked to him about it. The committee was formed. I asked Dean Hormsdorf to chair it, and he chairs it to this very day. He is a great leader!

Dean is a good communicator and made no unreasonable demands. Things got done under Dean, things were improved with his help because commercial exhibitors had a voice.

The committee chairmanship has grown to the point where it has a permanent seat on the board and the Executive Committee.

Why did you give so freely of your time to World Dairy Expo?

Bev Craig had that volunteer spirit, it was how World Dairy Expo got started from day one. The Craigs were close friends of ours.

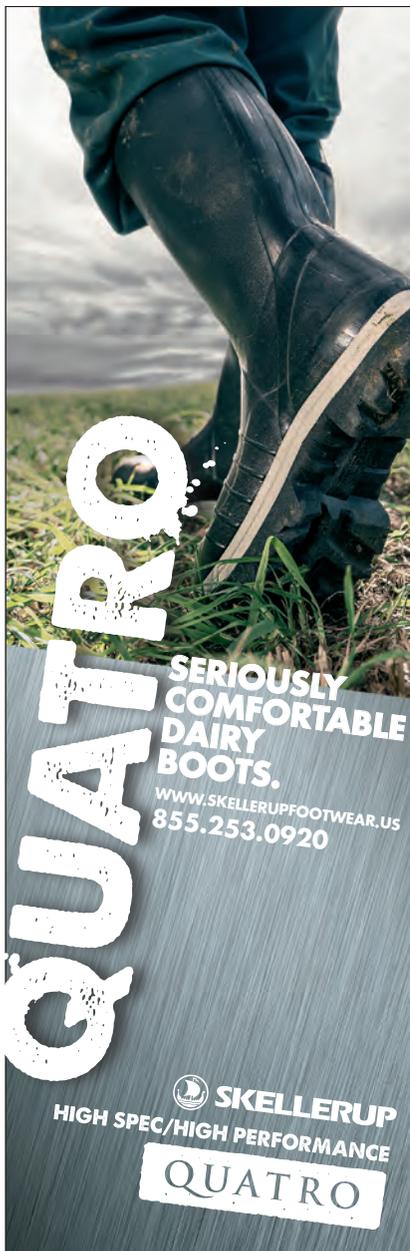
As time went on, I got to know and work alongside many people. Professor Jim Crowley Sr., Art Nesbitt, Greg and Laura Blaska, and Dave Dickson.

It was another world, I guess you could say, that I lived in and I loved it. There was no glory in it. No one ever came and shook your hand and said, "Geez, you did a great job or gee, you sure blew it." The board always trusted me and my efforts and that was my reward. I enjoyed doing it, and I enjoyed seeing Expo grow. That was a great year (1988) when we got some traction and we got some money to work with. We ultimately gained support from the Dane County employees who helped with the show.

What do you think about today's show?

It has developed into everything that the founders could have ever dreamed in the early days. The new pavilions really have elevated the show, too. It's a Class A venue. And there isn't much left of those old fairgrounds anymore. ■

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Elite judges for elite animals

MOLLY Sloan of Columbus, Wis., is the **International Ayrshire Show** judge. Sloan serves as the global training program manager for Alta Genetics. Sloan's judging career has taken her to over 90 U.S. shows and several internationally, including shows in Australia, Brazil, France, Peru, and Canada.



Sloan

Blair Weeks, Pleasant Valley, Prince Edward Island, Canada, is the **associate Ayrshire** judge.

Chris Hill of Thurmont, Md., is the **International Brown Swiss Show** judge. Hill is the owner of MD-Hillbrook Sales and Service where he specializes in merchandising Holstein and Red and White genetics, auctioneers, and assists with more than 40 sales annually. Hill's judging career spans several decades and continents. This is his fourth time judging at World Dairy Expo.



Hill

Sean Johnson, Glenville, Pa., is the **associate Brown Swiss** judge.

The **International Guernsey Show** judge is **Brian Behnke** of Albany, Wis. Behnke is the business manager for St. Jacobs and has an active role at Glenn-Ann Holsteins. After a successful collegiate judging career, he evaluated cattle across the U.S. and Canada, serving as the official for the International Red and White Show in 2005 and the International Guernsey Show in Louisville in 2014.



Behnke

Jason Danhof, Waukon, Iowa, is the **associate Guernsey** judge.

International Holstein Show judge is **Pat Conroy** of Angola, Ind. Conroy is a self-employed cattle merchandiser. His career takes him across North America and internationally. During Conroy's judging career, he has stood in the center of the ring at numerous shows, including the Swiss Expo Holstein Show and the European National Show in 2016, and the International Red and White and Junior Holstein Shows at Expo.



Conroy

Yan Jacobs, Cap-Santé, Québec, Canada, is the **associate** judge for the Holstein Show.

International Junior Holstein Show judge is **Roger Turner** of Sun Prairie, Wis. Turner is the global sales and genetic manager for Jetstream Genetics. Turner has judged three times at Expo. Turner's judging career has included assignments in more than 21 countries, a dozen U.S. states, and numerous Canadian provinces.



Turner

Kelli Cull, Lomira, Wis., is the **associate junior Holstein** judge.

International Jersey Show judge is **Chris Lahmers** of Marysville, Ohio. Lahmers served as the dairy programs specialist for COBA-Select Sires for 16 years and currently serves as the marketing director-north. Chris has served as an official judge across North America. Highlights include officiating the 2014 TB Canadian 4-H Dairy Classic at the Royal Agricultural Winter Fair, the 2013 All-American Jersey Show, and the 2012 International Junior Holstein Show.



Lahmers

Phillip Topp, Botkins, Ohio, is the **associate Jersey** judge.

International Milking Shorthorn Show judge is **Eric Topp** of Botkins, Ohio. Topp works as an ag salesman and is a partner in his family's Topp-View Farm. Topp has been selected to judge a number of shows, including the 2015 New York Spring Dairy Carousel, 2014 International Brown Swiss Show, and the 2012 All-American Brown Swiss Show.



Topp

Lee Harris, London, Ky., is the **associate Milking Shorthorn** judge.

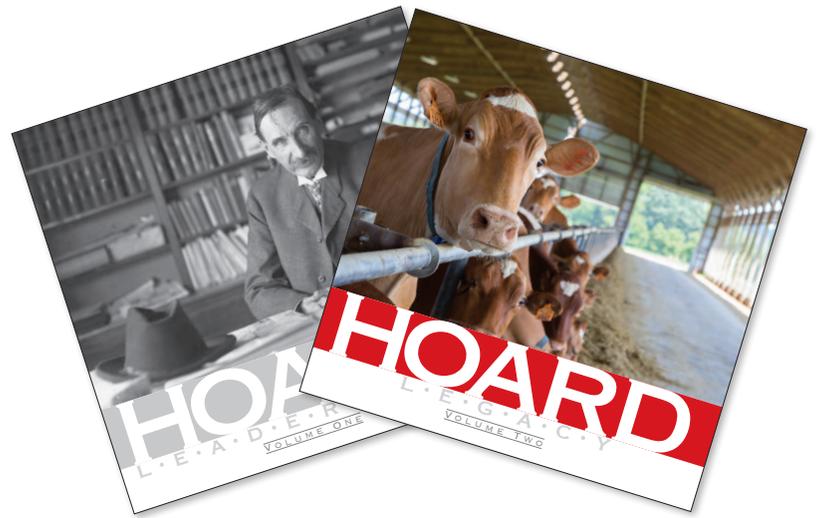
The **International Red and White Show** judge is **Nathan Thomas** of North Lewisburg, Ohio. Thomas is the owner of Triple-T Holsteins and Jerseys. He is stepping to the center of the Expo showing for the fourth time. Additional judging assignments include the 2015 National Jersey Show at the Royal Agricultural Winter Fair, New York Spring Dairy Carousel, and the National Holstein Show in Queretaro, Mexico.



Thomas

Matthew Templeton, Arcadia, Victoria, Australia, is the **associate Red and White** judge. 

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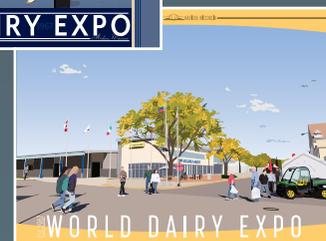
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Future milk marketers honored

THE National Dairy Shrine (NDS) and Dairy Management Inc. (DMI) are pleased to announce that one \$1,500 scholarship and four \$1,000 scholarships were awarded this year.

Sydney Endres of Lodi, Wis., a dairy science and life sciences communication major at the University of Wisconsin-Madison, receives the \$1,500 scholarship. Endres is involved

in the Association of Women in Agriculture, National Agri-Marketing Association, Badger Dairy Club, and UW College of Agriculture and Life Sciences Ambassador organization. "My goal is to return home and start the early stages of my own agritourism business with our 700-cow Jersey farm," Endres said.

Anna Culbertson of Pine Island, Minn., is a University of Minnesota agricultural communications and marketing student. Culbertson is a member of the National Agri-Marketing Association, Gopher Dairy Club,

and Lambda Delta Phi Sorority. Upon graduation, she hopes to work in communications and marketing.

Hailing from Amery, Wis., **Ethan Dado** is a University of Minnesota student pursuing degrees in agricultural education and animal sciences with a dairy production emphasis. Dado served as the Wisconsin State FFA Parliamentarian and wants to continue to work in agriculture education.

John Johnson of Moscow, Idaho, is a food science major at Washington State University. Johnson

is active in the Food Science Club, Food Product Development Club and is a biology teaching assistant. After graduation, Johnson plans to work in dairy food manufacturing.

Gabriella Sorg of Hastings, Minn., is a University of Minnesota student in agricultural and food business management and animal sciences. Sorg is involved in the Gopher Dairy Club, Midwest Region ADSA, Beta of Clovia Sorority, Agricultural Futures of America, Block and Bridle, Agricultural Education Club, and Alpine Ski Team.

DMI Communication scholarships presented

THE National Dairy Shrine (NDS) and Dairy Management Inc. (DMI) are pleased to announce that \$5,500 in scholarships have been awarded to college students in agriculture education, communication, or related fields.

Audrey Schmitz of Axtell, Kan., a Kansas State University agricultural communications and journalism and animal sciences and industry student, receives the \$1,500 scholarship. This past summer, Schmitz interned with Progressive Publications and wants to continue in communications. "Sharing, communicating, and reporting are all ways I will use my degrees to promote the dairy industry," Schmitz explained.

Receiving one of the \$1,000 scholarships was **Jenifer Haler** of Waconia, Minn. At the University of Minnesota, Haler studies animal sciences, Spanish and Portuguese studies, and is pursuing a minor in mass communications. "I want to further the effort of dairy producers on an international scale by sharing their stories," she explains.

Jacob Johnson of Heron Lake, Minn., is a student at South Dakota State University (SDSU) studying agriculture education and dairy production. On campus, he is a very active member of the dairy judging team, Dairy Club, Student Senate, SDSU Club Baseball, and is a SDSU Jackrabbits Men's Basketball Manager. After graduation, Johnson plans to become an agriculture teacher.

Hailing from Valley Center, Kan., **Jill Seiler** is a student at Kansas State University studying agriculture communications and journalism and animal sciences. Seiler is a member of the Dairy Science Club, Agricultural Communicators of Tomorrow, National Agri-Marketing Association, meat judging team, and the dairy judging team. She plans to combine her passion for communications and dairy to make a lifelong career.

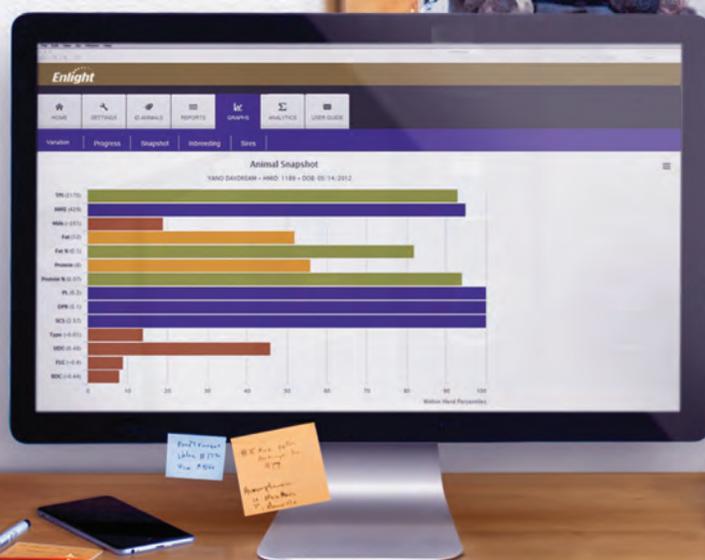
Crystal Siemers-Peterman of Cleveland, Wis., is a University of Minnesota agriculture and food business management student. Siemers-Peterman is active in the Gopher Dairy Club, National Agri-Marketing Association-Student Chapter, National Grocers Association, dairy judging team, and Collegiate Agri-Women.

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