

# EXPO

# DAILY EDITION

FRIDAY, OCTOBER 4, 2024

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## FLAVORS OF THE DAY

### Grilled Cheese

Maple Bacon from Shullsburg Creamery  
UW-Madison Cheese Stand next to the Arena Building

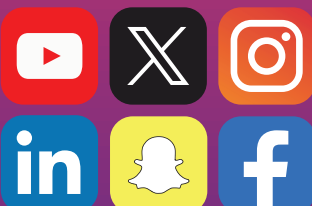
### Ice Cream

Jumping Jersey Cow  
Lemon Cheesecake  
Pirate's Bounty  
GEA Ice Cream Stand located in the Exhibition Hall

## ATTENDEE INFORMATION

### Create your schedule

Download Expo's mobile event app for complete show details, today's schedule of events, maps and interactive features. Find it by scanning this QR code.



#WDE24

## Wisconsin repeats as International Guernsey Show Champion

BY DANIELLE NAUMAN AND SHERRY NEWELL  
Staff Writers

**MADISON, Wis.** — It came down to one. For judge Lynn Harbaugh and his associate, Herby Lutz, that one cow in the International Guernsey Show was Springhill Kojack Uno-ETV. Uno, the winning Aged Cow was named Senior and Grand Champion for the partnership of Melander, Robthom and Smith-Crest of Watertown.

Following Uno as Reserve Grand Champion was the Intermediate Champion, Prairie Gem JD Lincoln-ETV, the winning Senior Two-Year-Old, exhibited by Glamourview Farms of Walkersville, Maryland. Honorable Mention Grand Champion honors went to the Reserve Senior Champion, Knapps Digligle Qualitys Queenie, the winning Five-Year-Old, owned by Lauren Nelson and Richard Giddings of Brandon, Vermont. The Honorable Mention Senior Champion honors



PHOTO COURTESY OF COWSMOPOLITAN

**Springhill Kojack Uno-ETV is named Senior and Grand Champion of the International Guernsey Show after winning the Aged Cow Class Oct. 3 at World Dairy Expo in Madison, Wisconsin. Uno is owned by Melander, Robthom and Smith-Crest. Prairie Gem JD Lincoln-ETV, the winning Senior Two-Year-Old, is named Intermediate and Reserve Grand Champion. Lincoln is owned by Glamourview Farms. Knapps Digligle Qualitys Queenie, the winning Five-Year-Old, is named Reserve Senior and Honorable Mention Grand Champion.**

went to Heritage Brook LB Trillium-ET, the winning Four-Year-Old, exhibited by Emmett Vannoy, B. and J. Potter and C. and A. Nicley of Eminence, Kentucky.

Judges Harbaugh and Lutz selected Knapps Apie Tesla-ETV, the winning Senior Three-Year-Old, as their Reserve Intermediate Champion. Tesla is owned by the partnership of Emmett Van-

noy, Tre Wright and Katie Oesterritter of Emmince, Kentucky. Springhill Jazzys June-ETV, the second-place Senior Three-Year-Old, was tapped as the Honorable Mention Intermediate Champion.

Gold N Pines JD Butterbraid-ETV, the winning Spring Yearling, got the nod for Junior Champion. Butterbraid is owned by the partnership of Suzanne Benoit, Michael Ma-

ier and Jesse and Kylie Muse of Stitzer. Judges Harbaugh and Lutz made Four Winds VG Channelcharisma-ETV, the winning Fall Calf, exhibited by Valley Gem and Four Winds Farm of Cumberland, the Reserve Junior Champion.

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## Getting the glamour shot

### Jordan strives to capture the best on the boards

BY DANIELLE NAUMAN  
Staff Writer

**BRODHEAD, Wis.** — Dairy cattle photography was not something that was on Lea Jordan's radar as a college student at the University of Wisconsin-Madison.

"I had no idea I would end up being a photographer," Jordan said. "I had never done any photography, and to this day I have yet to take any sort of class. I wanted to be a herdsman, and work with cows every day."

Seventeen years later, however, she said she cannot imagine doing anything else. Jordan and her husband, Steven, and their three children — Cheyanna, Jaxson and Wyatt — reside in Brodhead, where they are involved in her family's Rock-N-Hill Holsteins farm nearby in Juda.



DANIELLE NAUMAN/DAIRY STAR

**Lea Jordan gives direction to her crew while preparing to picture a cow Oct. 3 at World Dairy Expo in Madison, Wisconsin. Jordan has been taking professional dairy cattle photos since 2007.**

Jordan has been professionally photographing dairy cattle as an associate photographer with Cybil Fisher Photography since she graduated from college in 2007. To date, she

has taken over 27,000 photos. "It was a matter of good timing," Jordan said. "I had done an internship with ABS and spent time doing young sire daughter photos — we had to

break them and clip them and then worked with Cybil doing the photos. She needed some show crew help, so I helped there."

Near the end of that summer, Jordan said Fisher offered her a job just before the beginning of Jordan's senior year of college. Fisher gave her a choice — start immediately or wait to finish her schooling. Jordan opted for the latter, choosing to complete her degree while serving as the president of the Badger Dairy Club and the chairman of the Badger Invitational Sale.

"I laughed at her — I wanted to work with cows, not travel," Jordan said. "But she must have seen something in me that I didn't. I had never traveled beyond Wisconsin or Illinois, except for attending National Holstein conventions."

While finishing school, Jordan said she started training with Fisher and as graduation day passed, she started with a full photo schedule.

Turn to **JORDAN** | Page 4



# DAIRY STAR

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# TODAY IN THE TANBARK

The Tanbark, located in the Arena Building, is a full-service bar and restaurant that serves as the meeting place for attendees and exhibitors. Join us for a meal, Happy Hour, a nightly reception or an industry-hosted event!

11 A.M. - 3 P.M.

Lunch

11 A.M. - CLOSE

Bar

TANBARK TALK: 9 A.M.

Global Dairy Summit

Hosted by: Wisconsin Department of Agriculture, Trade and Consumer Protection

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is proud to host the Global Dairy Summit at World Dairy Expo in Madison. The purpose of the Global Dairy Summit is to provide insight into the dairy economy, consider the industry outlook, and highlight potential marketing opportunities. This event will include presentations from global dairy leaders followed by a moderated discussion responding to questions from the audience. DATCP invites farmers, processors, businesses, and global industry stakeholders to attend.

## EDUCATIONAL OPPORTUNITIES AT WDE

Virtual Farm Tour: 10 a.m.

World Dairy Expo Virtual Farm Tours have brought some of the best dairy operations from near and far to Madison for over 20 years. Dairies featured each year excel in a variety of farm aspects including genetics, technology, community engagement, environmental stewardship, and cow comfort, while also representing a wide variety of sizes, locations and breeds.

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Dairy Forage Seminars

Dairy Forage Seminars at World Dairy Expo are hosted by the organizing partners of the World Forage Analysis Superbowl. Forage experts from the U.S. Dairy Forage Research Center, University of Wisconsin and other research centers work together to present seminars on cutting-edge research and information.

10 a.m. Methane, Brix, and Interseeding: What is New in Dairy Grazing Research?

Speaker: Kathy Soder, Ph.D., Res. Animal Scientist, USDA-ARS-Pasture Systems and Watershed Management Research Unit, University Park, Pa.

1:30 p.m. Precision Milking Research on Automatic Milking Systems and Associated Animal Productivity and Health

Speaker: Elizabeth French, Ph.D., Res. Animal Scientist, Dairy Forage Research Unit, Madison, Wis.

Expo Seminar: Noon

Presented daily by industry leaders in the Mendota 1 meeting room of the Exhibition Hall, these seminars address topics centered around management practices, mental health and more. Seminars consist of a 45-minute presentation and time for questions and answers.

New Perspectives on Aging and Lifespan in Dairy Cows

Presenter: Matt Lucy, Ph.D., Professor, University of Missouri

Expo en Español: 2 p.m.

Expo en Español es un programa educacional nuevo para hablantes de español involucrados en la industria lechera. Estos seminarios que se presentan en español se concentran en las herramientas que son de beneficio para los gerentes y los gerentes de nivel intermedio de las granjas lecheras.

Capacitación de los miembros del equipo de ordeño:

Clave para retener mano de obra en las granjas lecheras

Ponente: Carolina Pinzón, MS, Especialista bilingüe

en extensión en productos lácteos, Universidad de

Wisconsin-Madison, División de Extensión

Patrocinado por: Progressive Dairy

Knowledge Nook Sessions

Located in the Atrium of the Exhibition Hall, the Knowledge Nook is a space designed for companies to showcase an innovative product, service or research that was introduced to the market since the last World Dairy Expo.

9:30 a.m. Low-Cost Manure Separation for In-Season Application

Speaker: Kurt Grimm, Research & Development, NutraDrip Irrigation Systems

Presenting Company: NutraDrip Irrigation Systems

10:30 a.m. Exporting Doesn't Need to Be Hard with EXIM

Speakers: Michael Dwiggin, Lending Account Manager, Export-Import Bank of the United States

Presenting Company: Export-Import Bank of the United States

11:30 a.m. Unlocking Your Corn Nutrition Opportunities

Speaker: John Goeser, Ph.D., Animal Nutrition and R&I Director, Rock River Laboratory

Presenting Company: Syngenta



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The Honorable Mention Junior Champion was the winning Summer Yearling, Warwick Manor JCP Shamrock, exhibited by Kolby Stoltzfus of East Earl, Pennsylvania.

Springhill Farm of Big Prairie, Ohio, repeated as the show's Premier Breeder and Premier Exhibitor. Indian Acres American Pie garnered enough points to capture the Premier Sire banner.

In the heifer show, Gold N Pines Guernseys, Kayleigh and Kelsey Haag and Gold Rush Guernseys of Dane captured the Premier Breeder banner and Springhill was named the Premier Exhibitor. The Premier Sire of the heifer show was Springhill James Dean-ETV.

Official judge Lynn Harbaugh of Marion and his associate, Herby Lutz of Chester, South Carolina, were charged with placing 211 head of Guernseys in the International Guernsey Show. Complete show results are available online at [www.worlddairy-expo.com](http://www.worlddairy-expo.com).

**Springhill Kojack Uno-ETV Melander, Robthom and Smith-Crest**

**Tell us about your animal.** Uno has an easy-going, laid-back personality. She's really a great cow. This is her first show this year and she is just 35 days fresh on this lactation. She really does it by herself; you have to give all the credit to her. She is scored EX-95 with a 96-point mammary system.

Uno now has two Grand Champion and two Reserve Grand Champion banners to her credit. She has several daughters we're excited about.

**What does receiving this title mean to you?** This is major, especially because it will be her last show, and we knew she could do it. We love working with good cows. It's what we do. Winning here is the ultimate goal of anyone who does what we do.

**How did you prepare for the show and who helped you?** We have an army of Smith-Crest people, our crew is a little of everyone. We prepare for this every day of the year — focusing on what the cow needs to keep her at her best. This was especially important with Uno, being so recently fresh. We are blessed to have a great team, both here at the show and at home, year-round. We have a very family-oriented operation.

**What trait do you like most about your animal?** Definitely we love her — she's one of the best in the breed in our opinion, and always has been. Her personality sets her apart, too. She is a great cow to work with. We really love every day with her.

**Why do you enjoy showing at WDE?** It's the biggest dance there is, the opportunity to compete at a high level. Here is where you see the best of the best, and it's great to own one of the best.

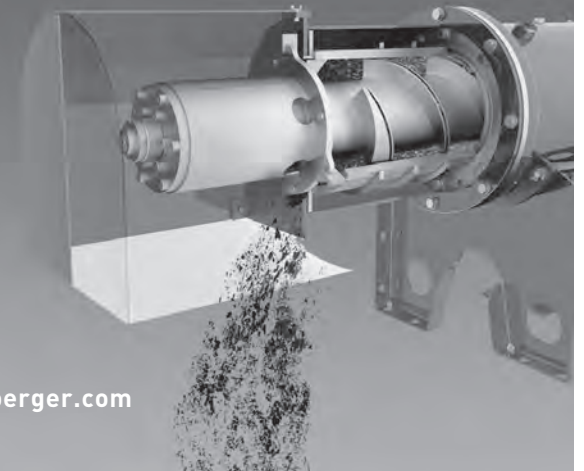
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3	42	38
4	41	37
5	40	36
6	39	35
7	38	34
8	37	33
9	36	32
10	35	31
11	34	30
12	33	29
13	32	28
14	31	27
15	30	26
16	29	25
17	28	24

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<sup>1</sup>De Morais et al. 2017. J. Dairy Sci. 100:5945-5956.

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Continued from JORDAN | Page 1



DANIELLE NAUMAN/DAIRY STAR

**Lea Jordan's crew — Sarah Damrow (from left), Annie Damrow, Erica Davis, Travis Richardson and Shaun Merrill — work to set up a Guernsey cow for a professional photo Oct. 3 at World Dairy Expo in Madison, Wisconsin. Jordan has had her own photo tent at Expo since 2019.**

"People say you never keep your first job after college, but here I am," Jordan said. "I learned a lot on the fly, largely self-taught and working with Cybil along the way, and I live by my camera manual. I shoot and look, shoot and look."

While learning the technical aspects of photography might seem the most daunting, Jordan said when it comes to dairy cattle photography, getting the angles right is the hardest part.

"I've learned what I need to do to make the cows look their best — every heifer, every cow is different," Jordan said. "You can look at photos and see the basics are roughly similar — the right foot is always a little in front of the left — but how far apart the feet are set depends on the width of the animal. How high the boards are depends on body depth and turn to the rear udder. They aren't all cookie-cutter. Every animal is different."

Jordan said each animal can also change with their reactions to the situation they are in.

"Sometimes they'll react to the noise (and) all of a sudden, they'll pop and have tons of neck," Jordan said. "You might have to raise the boards to balance that out."

Taking photos is a precise art, more than a science, explained Jordan.

"I'll set them and then step back six or seven feet to take a quick look because you always see them differently," Jordan said. "Not being afraid to know you've got them set wrong is important. Stop, go back and change it. As you change angles or they react, you need to take the time to adjust and go back."

Lighting also plays a vital role in the final product, Jordan said.

"I've learned exactly what settings work for a sunny day or a cloudy day, or if I'm indoors I know exactly what I need for settings and lights," Jordan said. "You have to change angles based on shadows, too."

Jordan entered the world of dairy cattle at the transition from traditional film and negative photography to digital photography.

"I've only done digital photography, but when I first started, 90% of all

photos were still natural backgrounds," Jordan said. "I would have to find my background, get the boards covered and build tops."

Jordan said the sheer volume of photos she took helped her early in her career.

"When I first started, we would do 1,800-2,000 photos a year — you would do it over and over every day," Jordan said. "We did more farm work back then. Every day was setting up in a new place, figuring out the lay of the land. Now we tend to do more photos at shows than on-farm."

Ensuring the integrity of her work is a priority.

"You can do tops, tails and a pretty background — those things won't change the animal," Jordan said. "You have to keep the animal 'her.' I want people who see my photos to trust the integrity."

Balancing the owner's expectations and her own can sometimes be a fine line.

"Everyone wants perfect everything on their photo, and not every animal can be that," Jordan said. "They might look great, but if in that 10 minutes, they don't want to cooperate — we can't touch them, they're too full, their belly hurts — we might not get the best photo in the world. That's not saying there's not a better photo in her, it's just not at that moment."

Along with taking care to set and reset animals, Jordan makes sure she has the best possible photo before saying the words, "Let her go."

"I always look at my last photo, I make sure everything is there — nine times out of 10, the best photo is that last photo," Jordan said. "If I don't know I have her, we'll reset her and keep trying."

While a picture can say 1,000 words, the 27,000 pictures in Jordan's portfolio hold thousands of memories.

"Doing my first Expo champions, the scenic photos with the trophy — working with that caliber of cows, that is something I don't think I'll ever forget," Jordan said. "The cool thing is I know the next year, my photo will be on the cover of the show catalog."

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# Lilly is the apple of their eye

## Illinois cow tops International Red & White Show

BY DANIELLE NAUMAN AND SHERRY NEWELL  
Staff Writers

**MADISON, Wis.** — Premium Apple Crisp Lilly-Red, the winning Five-Year-Old, was tapped by judges Kevin Doeberiner and Adam Hodgins as Senior and Grand Champion of the International Red & White Show. Lilly is owned by Butlerview Farm of Chebanse, Illinois. Following Lilly as the Reserve Senior and Reserve Grand Champion was Glaustar Calif All Out Red-ET, the winning Aged Cow. All Out is owned by Jay Ackley and Donald E. Simpson of East Liberty, Ohio. Following the pair as the Honorable Mention Grand Champion was the Intermediate Champion, the winning Yearling Heifer in Milk, Cherry-Lor Robin-P-Red. Robin was exhibited by Phillip McCormick of Millmont, Pennsylvania.

The judges' selection for Honorable Mention Senior Champion was the winning Four-Year-Old, Willye Srndptous Legacy-Red, exhibited by Oakfield Corners Dairy of Oakfield, New York.

Following Robin as the Reserve Intermediate Champion was the winning Senior Three-



PHOTO COURTESY OF COWSMOPOKITAN

**Premium Apple Crisp Lilly-Red is named Senior and Grand Champion of the International Red & White Show Oct. 3 in Madison, Wisconsin. Lilly won the Five-Year-Old Cow Class and is owned by Butlerview Farm. Glaustar Calif All Out Red-ET, the winning Aged Cow, is named Reserve Senior and Reserve Intermediate Champion. All Out is owned by Jay Ackley and Donald E. Simpson. Cherry-Lor Robin-P-Red is named the Intermediate and Honorable Mention Grand Champion after winning the Yearling Heifer in Milk class. Robin is owned by Phillip McCormick.**

Year-Old, Wildweed Warrior Maui-Red, exhibited by Elmvue Farm of Johnstown, New York. Rocky-Run Mv Arcadia-Red, the winning Senior Two-Year-Old, was tapped for the Honorable Mention Intermediate Champion honors. Arcadia is owned by Golden Oaks Farm of Wauconda, Illinois.

In the heifer show, Junior Champion honors went to the winning Fall Calf, Milksource A Tierney-Red-ET. Tierney is owned by the partnership of Clarkvalley, Pierre Boulet and Jim and Jeff Butler of Woodville, Ontario. Red-Violet The North-Red-ET, the winning Winter Calf, got the handshake for Reserve Junior Champion honors. She is owned by Hailey Abraham and Ella Spiniolas of Harvard, Illinois. For Honorable Mention Junior Champion recognition, the judges chose

Crescentmead Justjoy-Red-ET, the winning Spring Yearling, owned by Grady and Lane Wendorf and Dawson and Kylie Nickels of Ixonia.

Betley Family Farms of Pulaski captured the Premier Breeder banner in the heifer show while Reyncrest Farms and Fly Higher Holsteins of Corfu, New York, garnered the Premier Exhibitor banner. The Premier Sire banner for the heifer show was awarded to Mr Blondin Warrior-Red.

The overall Premier Breeder banner was awarded to Milk-Source Genetics of Kaukauna while Elmvue Farm of Johnstown, New York, captured the Premier Exhibitor banner. The overall Premier Sire banner was awarded to Farnear Altitude-Red.

Official judge Kevin Doeberiner of West Salem, Ohio,

and his associate judge, Adam Hodgins of Kincardine, Ontario, were charged with placing 325 head of Red & Whites during the International Red & White Show. Complete show results are available online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Premium Apple Crisp Lilly-Red**  
**Jim Butler, Chebanse, Illinois**

**Tell us about your animal.** We bought her last year just before the show and, of course, were very excited when she won then. She calved in June and looked really good, so we were excited and hopeful. This is her first show this year.

**What does receiving this title mean to you?** It is so humbling. We know all the hard work that goes into this, but you still need

luck and good fortune. We're so excited.

**How did you prepare for the show and who helped you?** We have a large crew at home and then even more here. Joe and Amber Price, our farm managers, and Andrew, our herdsman, work extremely hard. Our consultant is Mike Deaver. Our crew here has been fantastic. They're dedicated and passionate people.

**What trait do you like most about your animal?** Her udder, her head and neck being so feminine, her length of body, and great feet and legs.

**Why do you enjoy showing at WDE?** It's the camaraderie, visiting with our fellow exhibitors and breeders, and we like to compete.

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# VENDOR SPOTLIGHT



**Shae Sepic Clemens**  
Event Essentials  
Madison, Wisconsin

**Tell us about your role at World Dairy Expo and what you enjoy most about it.** Our role as a World Dairy Expo partner is to provide any tenting solutions for Expo, exhibitors, and cattle alike. We partner with another family-owned rental company to provide solutions from as small as 10- by 10-foot tents, to as large as the 40- by 135-meter Trade Center. In addition to tents, Event Essentials offers elevated booth furnishings and outfits the Tanbark to create an efficient, comfortable and inviting space for attendees and exhibitors to enjoy throughout the week.

**What does a typical day at WDE look like?** Most of our work takes place well in advance of the show's beginning. We start laying the foundation (literally) almost three weeks in advance and wrap up all smaller tents and booth furnishings the week before the show begins. I pop out to the show every year to say "hello" to our friends on the WDE team, peek at our rentals "in the wild" and pet the cows.

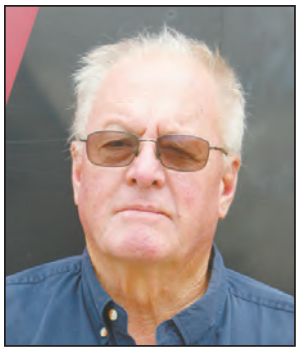
**How do you prepare for WDE?** Preparing for World Dairy Expo begins almost a year in advance. After completing the tear-down of the show and taking a breath, we sit down with the WDE team to debrief and discuss the direction of the show to follow. As we roll into the beginning of the next year, we prepare proposals for key elements that the WDE team can then share with their board. Event Essentials, WDE and several other vendors then work together to create a master timeline for load-in and load-out to ensure efficiency and the best exhibitor and attendee experience possible.

**What challenges do you face?** Every event comes with challenges. A great thing about the vendor team we have the pleasure of collaborating with for this event is that everyone is working towards the same goal: a great exhibitor and attendee experience. If we do run into an issue, we know we are not on an "island" coming up with a solution on our own — it is a whole team of people working towards a solution.

**What do you cherish about your partnership with WDE?** "Cherish" is a great word to describe how we feel about our partnership with the WDE team. We value the transparency, flexibility and longevity of the relationship, and have the utmost respect for the pivotal role that the WDE team plays in the success of the show.

**What impresses you about WDE?** One of the things that impresses me most about the show is the overall size and scale. As Wisconsinites, we are spoiled in that one of the largest and most important dairy cattle shows in the world is held right here in Madison. The fact that the show is still growing and successful after 50-plus years is a testament to the dedication and resilience of the WDE team, volunteers, exhibitors and dairy cattle producers.

**What's your favorite Expo moment/memory?** I have many wonderful memories of Expo, but one of my favorites was when Event Essentials received the "Friend of Expo" award in 2019. I had just joined the Event Essentials team six months earlier, and while I had heard so many wonderful things about WDE and our partnership, I didn't have a full understanding of the complexity of the event, or how closely we worked with the WDE team. The award means even more to me today than it did five years ago. Cheers to the next five years.



**Joel Schultz**  
Prairie View Enterprises  
Black Earth, Wisconsin

**Tell us about your role at World Dairy Expo and what you enjoy most about it.** We take care of providing all the bedding and feed for the Expo cows as they come in. We have everything they might need available for purchase. The best thing about Expo is the people — the exhibitors we work with and the Expo staff.

**What does a typical day at WDE look like?** Busy. We do a lot of delivery, all right to the barns to the exhibitors. We have a crew of about five men that are working all day. We start at 6 a.m. and go until about 9-10 p.m., and we are on the grounds for 10 days. Our biggest rush is the first couple of days when everyone is getting here.

**How do you prepare for WDE?** Preparations for us start early in the spring. In June we get our straw lined up. We typically get the straw from the same people every year. We just have to get that all lined up. Then we get the shavings lined up. We go through a lot of shavings and everything else. We have to start in June or July to get everything ordered for the fall. The straw, shavings and feed are all delivered directly here to the Expo grounds during the show. We don't store anything for Expo before the show. We haul our office equipment, skid loaders and forklifts in on flatbeds that week.

**What challenges do you face?** Dealing with the product can be a challenge. Sometimes we will get a bad bale, and we will just replace that. Sometimes we will get a product put in the wrong place and that needs to get sorted out and resolved. The weather can be a real challenge. When it rains we have to tarp everything. We would for sure like it to not rain the first week when everyone is bedding down.

**What do you cherish about your partnership with WDE?** I enjoy working with everyone at Expo. The Expo staff are all really awesome. It is a great group to work with. And I have gotten to know so many of the exhibitors — it is those relationships that make it something you look forward to each year.

**What impresses you about WDE?** It is the biggest show in the country, and the world. The layout, the new barns — the whole thing is impressive.

**What's your favorite Expo moment/memory?** They have all been good. I enjoy seeing the people I have gotten to know from all over the U.S., and Canada. I have been invited to their farms. It is a really neat thing to have those relationships — it is like a family. I have been doing this for 25 years. I was driving truck for a while and I would not usually be able to stop. But I would see signs for different towns that I recognized from the exhibitors.



**Korrine Engelke**  
Event Essentials  
Madison, Wisconsin

**Tell us about your role at WDE and what you enjoy most about it.** My personal role during World Dairy Expo is to oversee the programming of the Tanbark, located in the Arena Building. I have been assisting the World Dairy Expo staff with the design and development of this space since the inception of the Tanbark. It is my pleasure to be able to help build out the space to complement the year's theme and programming needs. During the week of Expo, I will be onsite to help answer questions, change linens, support the Tanbark Talks, happy hours, evening recep-

tions and more. I am a team member of Event Essentials, the tent and rental company that has had the honor of supporting World Dairy Expo with these needs for more than 15 years. I don't always get to live in the atmosphere of farming or the dairy industry, and as a high school FFA alumni, it is fun for me to be immersed in the environment of agriculture again, if only for a short week. It's a great way to be reminded of an industry so different from my daily routine and the importance of helping to keep the topic of agriculture and dairy front and center.

**What does a typical day at WDE look like?** After the Tanbark is set and ready for all the visitors for the week, I refocus on each day's itinerary for the Tanbark. Most mornings start fairly early with a change of the linens (tablecloths) on the tables throughout the building and making sure things are as tidy as possible before opening up for Tanbark Talks in the morning. These morning seminars come with a variety of needs for each of the organizations that have chosen to bring a session to attendees. This often includes coordinating with the host of the morning session, as well as our audio-visual team and the catering staff of Sodexo at Alliant Energy Center. Once the morning responsibilities are fulfilled, I shift focus to the lunchtime rush. Over midday, the Tanbark usually sees a few hundred visitors for a quick bite to eat or a midday business meeting. I can typically be found wandering around the room helping to clear tables, making sure things are as hospitable as possible. Things start to slow a little between 2-3 p.m. At that time, we turn our attention to the upcoming happy hour, with fresh linens again. There are usually 3-4 days with a sponsored happy hour. Each sponsor has an opportunity to market the space as they wish with their branding and message. It is my position to help make sure they are supported as necessary. The final focus for the day includes the evening reception in Tanbark. Generally, the judging contest banquet, the Top of the World Jersey Sale, the recognition awards banquet and the World Classic Sale are held in Tanbark. Each of these events comes with its own set of needs. I help to quickly oversee the flip of the east end of the building for the evening's use. Again, this means coordinating with the evening host, audio-visual support and the catering team.

**How do you prepare for WDE?** The preparation of Tanbark requires lots of great communication with all the users of the space. There are many meetings held with the World Dairy Expo staff and plenty of emails shared with anyone hosting an event in the space. It's important for me to keep as detailed notes as possible and to stay in the loop on all the moving parts of the building. That way, when it comes time for the execution of everything that has been planned, it can go as smoothly as possible.

**What challenges do you face?** Truthfully, the most challenging part for me is probably the fact that I don't live in the dairy industry — I live in the event world. I can produce an event with ease. However, not being engaged in the dairy industry every day, I naturally lack an intimate understanding of the atmosphere I'm working for the week. Sometimes I feel that can cause a little bit of disconnection of how I could even better support the activities of Tanbark.

**What do you cherish about your partnership with WDE?** The World Dairy Expo staff is such a wonderful group of really hard-working people. I cherish the commitment to excellence and the patience and understanding of what it takes to put on World Dairy Expo. I've always been treated as a part of the team for the week and it's really an honor to get to work with everyone on staff. I'm very grateful to be asked to support the event as I am.

**What impresses you about WDE?** The first thing that comes to mind is the genuine care for each individual, business and animal on the grounds for the week. While I'm supporting the week, I might find it a disadvantage at times to not live in the dairy industry, in the same breath I think it also allows me to see all the beautiful things it stands for in a way others might not be able to or take for granted being immersed in it every day. It's a really warm and supportive atmosphere.

**What's your favorite Expo moment/memory?** Each year that I come back for the management of Tanbark it brings me such warm and happy feelings of my youth. My father taught agriculture for 30 years and I inevitably ended up on the FFA officer team three out of my four high school years. It is FFA that I attribute a vast majority of my learned leadership skills, along with some of my favorite high school memories. While I didn't grow up living on a farm every day, I have family with a dairy farm and when I'm back at Expo for the week it brings up so many memories of being out in the barn with my uncle, aunt and cousins. There were days every summer spent cleaning stanchions, scraping aisles, milking cows, feeding calves and moving around straw bales. The agriculture industry really is like no other. The camaraderie built through hard work and commitment to the needs of the farm and one another is unmatched. It honestly evokes quite a bit of emotion.

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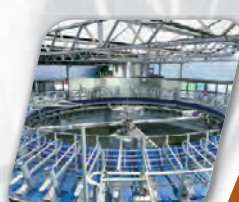

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# STAR★STUDDED | MARK RUETH

## From the minor leagues to the big show

Rueth has run the bases at World Dairy Expo

BY DANIELLE NAUMAN  
Staff Writer

**OXFORD, Wis.** — In the early 1980s, a county extension agent took a little boy along to dairy judging practices. Despite that shy little boy's objections, those trips to dairy judging practice laid a solid foundation for what would become his career.

The shy boy who did not want to give reasons was Mark Rueth, and the Jefferson County extension agent he credits for making him go outside of his comfort zone was Gil Salm.

"All it takes is for one person to reach out and steer someone in the right direction, to help out a little bit," Rueth said. "Gil was that person for me."

Rueth credits Salm with steering his family in the direction of his first registered calf,

overseeing a calf program that helped farm youth purchase foundation calves.

"I grew up on a grade farm; we didn't know anything about showing," Rueth said. "The first year in 4-H, I had a grade calf and was at the bottom of the class. The next year, my dad got me a registered calf."

Rueth and his wife, Nicky, and daughter, Paradise, own and operate Rosedale Genetics and Paradise at Rosedale Boarding in Oxford, where they milk 40 cows.

Few people have had the fortune to experience the World Dairy Expo memories Rueth treasures — claiming three Supreme Champion and two Reserve Supreme Champion banners with four cows; winning the coveted Klussendorf and Klussendorf-MacKenzie awards; donning a tuxedo on the fabled colored shavings; and taking top honors in the World Forage Analysis Super-bowl's grass hay division.

"Expo is always what we're working for," Rueth said. "Our whole year revolves around that week in October —

whether you're clipping cows or breeding them — Expo is your bread and butter."

Rueth's first Expo experience came when he started clipping animals professionally as a college student in the mid-1980s. He began working sales and clipping for breeders at shows, teaming up with a variety of farms and individuals who would prove influential in his story.

"I started working for Tom Morris, clipping at sales," Rueth said. "That is how I met Joel Kietzman, and I started doing more sales and then show clipping with him. I started helping farms like Indianhead, Pantom and Elmvue, and the western Canadian string. I started thinking I can do this myself — have my own string."

For Rueth, Expo is about the cows, and colored shavings success quickly became a goal.

"I wanted to own something to win at Madison," said Rueth of the purchases he would make. "My dad always told me if I was going to spend the money to buy one, I might as well spend a little more and



PHOTO COURTESY OF COWSMOPOLITAN

Mark Rueth and his daughter, Paradise Rueth, watch a class during the International Holstein Show Oct. 6, 2023, at World Dairy Expo in Madison, Wisconsin. Rueth is looking forward to watching Paradise show on the colored shavings in the future as a junior exhibitor.

buy a good one."

Taking that advice to heart, Rueth made some key purchases and recalls the memories made by those greats, owned with a variety of partners: Westlynn Tom Dee, the 1995 Reserve Supreme Champion; Stookey Elm Park Blackrose-ET, an Expo class winner and perennial crowd favorite; Vandyk-K Integrity Paradise, a two-time Supreme Champion, in 2000 and 2002; Lavender Ruby Redrose-Red, a two-time Grand Champion of the International Red & White Show,

claiming the Supreme Champion title in 2005; and Kinyon Linjet Ideal, the 2006 Reserve Supreme Champion.

"That was an incredible decade for us, with Paradise, Redrose and Ideal," Rueth said, reminiscing the early 2000s. "When Paradise won Supreme Champion, she was the first cow from Wisconsin to do so in nearly 20 years, and Redrose is still the only Red & White Holstein to win Supreme Champion. That was a great time for us."

Turn to RUETH | Page 9

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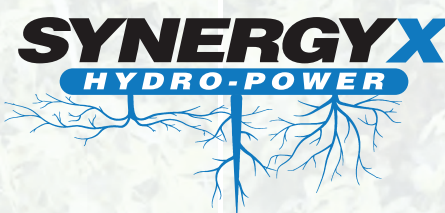
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Continued from RUETH | Page 8



PHOTO COURTESY OF WORLD DAIRY EXPO

Mark Rueth parades Lavender Ruby Redrose-Red after she is named Supreme Champion Oct. 8, 2005, at World Dairy Expo in Madison, Wisconsin. Redrose is the only Red & White cow to be named Supreme Champion.

Rueth's Expo successes have not been limited to showring victories. In 1995 he was honored by his peers in the barns with the Klussendorf-MacKenzie award, followed by receiving the coveted silver trophy presented to the Klussendorf winner in 2008.

"You hear a lot about those awards, and I guess deep down inside, you hope someday you could win those," Rueth said. "You get around those guys, see what they accomplished — they are all legends, with a legacy behind them."

Rueth has twice been selected by his fellow exhibitors to stand in the center of the showring. He placed the International Holstein Show in 2009 and the International Jersey Show in 2012.

"Despite how I started out as a kid, judging is something that comes very naturally to me," Rueth said. "It's a great honor to be selected by exhibitors to judge anywhere, but judging at Expo, that is something extra special — being out there with all those great animals."

Never one to back down from a challenge, Rueth took on the world of making the best forages possible for his cows after starting to farm on his own.

"When I went to college, I never took any crop classes — I wasn't a crop guy," Rueth said. "Now here I am, trying to learn everything I can about cropping."

When they first established their farm, the Rueths purchased feed, but that soon proved troublesome.

"Good grass hay was hard to find, and we wanted to utilize our manure," Rueth said.

Rueth began attending workshops hosted by Byron Seeds, which spurred his interest in the World Forage Analysis Superbowl. Three times — in 2013, 2016 and 2018 — Rueth has claimed top honors in the grass hay division.

With all the boxes Rueth has checked of Expo experiences and successes, it is hard to imagine what might be left.

"What's next? I'm looking forward to Paradise being able to show in the junior show soon," Rueth said. "She inherited the passion for the cows from her mom and me — she loves the cows, so we'll just continue to focus on the fall."

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## HERDSMANSHIP DAILY WINNER THURSDAY

MICHELE ACKERMAN/DAIRY STAR

The crew at Elmvue Farm — Chloe Yerina (front, from left), Tyler Walrath, Kevin Gagnon; (middle, from left) Sarah Hurley, Emma Roeben, Lyndsay Yerina holding Rhet Yerina, Deb Frasier; (back, from left) Garrett Schmidt, Sean Schultz, Steve Vail, Brett Yerina, Corey Popp and Randy Frasier — gathers to receive the daily Herdsmanship Award for Thursday, Oct. 3 at World Dairy Expo in Madison, Wisconsin. Missing from photo are Kari Behling, Dean Roeben and Zayne Dibbell. Elmvue Farm is located in Johnstown, New York.





# AND THE AWARD GOES TO...



PHOTO COURTESY OF DAIRY AGENDA TODAY  
The ladies responsible for presenting awards to International Brown Swiss Show exhibitors gather on the colored shavings Oct. 1 at World Dairy Expo in Madison, Wisconsin. Pictured, from left, are National Brown Swiss Ambassador Hanna Loftin, National Brown Swiss Ambassador Alternate Isabela Wilber, Wisconsin Brown Swiss Queen Peyton Voegeli, Iowa Brown Swiss Princess Kiele Eberling and Illinois Swiss Miss Emma Carlisle.



PHOTO COURTESY OF COWSMOPOLITAN  
**Wisconsin Holstein Princess Lauren Breunig (left) presents the award for the Junior Champion Bred and Owned of the International Junior Holstein Show to Kley Beer Sept. 29 at World Dairy Expo in Madison, Wisconsin.**

PHOTO COURTESY OF DAIRY AGENDA TODAY  
**Wisconsin Ayrshire Queen Emily Schmidt places a ribbon medallion around an exhibitor's neck during the International Ayrshire Show Spring Calf Class Sept. 30 at World Dairy Expo in Madison, Wisconsin. Schmidt and her family have a small herd of registered Ayrshires in Delavan, Wisconsin.**



PHOTO COURTESY OF DAIRY AGENDA TODAY  
**Wisconsin Red & White Princess Jazmyn Heeg presents the award for the Champion Bred and Owned of the International Junior Red & White Show Oct. 3 at World Dairy Expo in Madison, Wisconsin.**



PHOTO COURTESY OF DAIRY AGENDA TODAY  
**(Left) Wisconsin Jersey Queen Sykora Stanek (left) and National Jersey Queen Clancy Krahn prepare to present the awards for the Junior Champions during the International Jersey Show Sept. 30 at World Dairy Expo in Madison, Wisconsin.**

PHOTO COURTESY OF DAIRY AGENDA TODAY  
**(Right) Guernsey royalty — Wisconsin Guernsey Princess Josie Bailey (from left), National Guernsey Queen Breann Poole and National Guernsey Princess Juliann Headings — wait to present the awards for Intermediate Champion of the International Guernsey Show Oct. 3 at World Dairy Expo in Madison, Wisconsin.**



PHOTO COURTESY OF DAIRY AGENDA TODAY  
**National Milking Shorthorn Queen Taylor Spargrove prepares to present neck medallions to the winning Senior Two-Year-Olds during the International Milking Shorthorn Show Oct. 1 at World Dairy Expo in Madison, Wisconsin.**



# DYNAMIC DUOS

DALE & DEANNA BENDIG  
GETTYSBURG, PENNSYLVANIA

## Success built on honesty and integrity

Bendigs have mutual respect for each other

BY DANIELLE NAUMAN  
Staff Writer

Honesty and integrity. That is the foundation on which Dale and Deanna Bendig have built both their marriage and their business.

“Have some integrity,” Dale said, advising young people. “Be straight and honest with people — that’ll go a long way in getting you where you want to be.”

Deanna agreed with her husband.

“Surround yourself with good people,” Deanna said. “You’ve got to be able to trust and get along with those you work with.”

The Bendigs have been married for 33 years and working together for nearly 35, after meeting at a cattle show.

“I had to marry her — it cost too much in gas money going to see her,” Dale said. “It was either marry her or get a loan.”

Their relationship was not always smooth sailing.

“When we met, she thought I was the devil,” Dale said, laughing.

Deanna smiled. “I did look at him like he had four heads,” she said, laughing. “I was kind of shy back then.”

Today the Bendigs milk 80 cows and work with five boarding clients. The herd is comprised of mainly boarded colored breeds, but the Bendigs continue breeding their own herd of Spungold Holsteins.

The key to their success lies in open communication.

“We leave the fights and arguments in the barn,” Dale said. “We both make decisions and we respect the decision the other one makes.”

As a partnership, each has their own role and respects what the other does.

“People see me trucking and working sales and what not,” Dale said. “But she’s the one that keeps it all together at home when I’m gone.”

The Bendigs have enjoyed success born of that hard work, both personally and for their boarding clients.

One of their greatest achievements was being recognized, as a couple, with the Klussendorf-MacKenzie Award in 2016, marking the first time a couple was honored.

“That meant so much, because you’re picked by your peers,” Dale said.

The Bendigs love not only the people they work with, but the cows they work with as well. Favorites include cows like Old Mill E Snickerdoodle, Peach Kist Total Tango, Lazy



DANIELLE NAUMAN/DAIRY STAR

Deanna (left) and Dale Bendig take a break from chores Oct. 3 at World Dairy Expo in Madison, Wisconsin. The two have worked together for nearly 35 years to build and develop their successful farm and boarding business in Gettysburg, Pennsylvania.

M Wildside Genette-EXP and their homebred World Dairy Expo champion Spungold Tahoe-Red.

Those cows have anchored the many successes the Bendigs have seen on the colored shavings, garnering many of the 13 Expo champions they have exhibited and cared for.

“2002 was a great year,” Deanna said. “We had two champions in our string: Snickerdoodle and Tahoe.”

Both are quick to point out, those achievements do not happen on their own.

“None of this would be here, none of the successes we’ve had in the past would be possible without a great crew,” Dale said. “There are no one-man crews. It’s all a team effort. You start by surrounding yourself with good people.”

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# SUPREMIÉ HEIFERS



PHOTO COURTESY OF COWSMOPOLITAN

Genesee Altitude Leah, the winning Holstein Spring Yearling, is named the Supreme Champion Heifer Oct. 3 at World Dairy Expo in Madison, Wisconsin. Leah is owned by the partnership of Doeberniener & Bowen, Conroy, Clarkvalley and Osinga of West Salem, Ohio. The Reserve Supreme Champion Heifer is Milksource A Tierney-Red-ET, the winning Red & White Fall Calf, exhibited by the partnership of Clarkvalley, Pierre Boulet and Jim and Jeff Butler of Woodville, Ontario.



PHOTO COURTESY OF COWSMOPOLITAN

Pit-Crew Collaps Talista, the winning Brown Swiss Summer Yearling, is named the Supreme Champion Heifer of the Junior Show Oct. 3 at World Dairy Expo in Madison, Wisconsin. Talista is leased by Allison Foss and owned by Pit-Crew Genetics of Cambridge, Minnesota. Red-Violet The North-Red-ET, the winning Red & White Winter Calf, is named Reserve Supreme Champion Heifer of the Junior Show for owners Hailey Abraham and Ella Spiniolas of Harvard, Illinois.

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# ZONE WINNERS



# HERDSMANSHIP



TENT 1 ZONE A

MICHELE ACKERMAN/DAIRY STAR  
 Tristen Upchurch (front, from left), Becky Korth, Willow Upchurch, Kathi Brown-Meier; (back, from left) Kelli Wyles, Colton Gregory, Megan Busker, Michelle Upchurch and Mike Gregory celebrate Dream Chaser Genetics earning the Tent 1 Zone A Herdsmanship Award Oct. 3 at World Dairy Expo in Madison, Wisconsin. Dream Chaser Genetics is located in Hebron, Illinois.



TENT 1 ZONE B

MICHELE ACKERMAN/DAIRY STAR  
 The team from Flower Brook Farm, including Nick Pierson (from left), Brad Pierson, Tanner Morrison, Nikki Dube and Billy Hoen, receive the Herdsmanship Award for Tent 1 Zone B Oct. 3 at World Dairy Expo in Madison, Wisconsin. Flower Brook is located in Hamburg, Minnesota.



TENT 1 ZONE C

MICHELE ACKERMAN/DAIRY STAR  
 Rustic Creek Genetics, operated by the Kinnard family — Lane (from left), Brent, Kari, Pat; and (front) Karter — received the Tent 1 Zone C Herdsmanship Award Oct. 3 at World Dairy Expo in Madison, Wisconsin. The Kinnards farm in Kewaunee, Wisconsin.



TENT 2 ZONE A

MICHELE ACKERMAN/DAIRY STAR  
 The team from A-Joy Swiss — Rick Kruse (from left), Brock Champluvier, Allie Champluvier and Andrew Evans — celebrates receipt of the Tent 2 Zone A Herdsmanship Award Oct. 3 at World Dairy Expo in Madison, Wisconsin. A-Joy Swiss is located in Rome, Pennsylvania.



TENT 2 ZONE A

MICHELE ACKERMAN/DAIRY STAR  
 Mase's Manor and Bell Valley Farm win the Tent 2 Zone A Herdsmanship Award Oct. 3 at World Dairy Expo in Madison, Wisconsin. Receiving the award are Brian and Traci Neely (left) with their son, Landon (front, left), and Garrett and Maggie Mase (right) with their children, Makenna, Maverick and McKinleigh (front right).



PAVILLION 1 ZONE 2

MICHELE ACKERMAN/DAIRY STAR  
 The Milksource Genetics team — Rick Nelson (front, from left), Oakley Swiechowski, David Petersheim, Tristen Ostrom, Eddie Bue; (middle, from left) Andy Steinhagen, Mandi Bue, Grant Vosters, Joel Kietzman; (back, from left) Austin Kopecky, Anna Smith, Wes Haggins, Jared Dueppengiesser, John Vosters and Matt Bruggemann — earned the Pavilion 1 Zone 2 Herdsmanship Award Oct. 3 at World Dairy Expo in Madison, Wisconsin. Milksource Genetics is located in Kaukauna, Wisconsin.



# HERDSMANSHIP ZONE WINNERS



PAVILLION 2 ZONE 1

MICHELE ACKERMAN/DAIRY STAR  
 The crew from Springhill — Ben Simpson (front, from left), Marshall Overholt and Micah Musser; (back, from left) Eldon Hershberger, Georgia Herne, Kayla Overholt, Sami King and Carly Plocher — are the proud winners of the Pavilion 2 Zone 1 Herdsmanship Award Oct. 3 at World Dairy Expo in Madison, Wisconsin. Springhill is located in Big Prairie, Ohio.



PAVILLION 2 ZONE 2

MICHELE ACKERMAN/DAIRY STAR  
 Myline Ayrshires, represented by Lili Williams (front, from left) Ava Williams, Carli Reeverts, Brad Kinney, Amy Hughes; (back from left) Diane Mosher, Joe Gibbs, Jody Nus and Harold Deering, receive the Pavilion 2 Zone 2 Herdsmanship Award Oct. 3 at World Dairy Expo in Madison, Wisconsin. Myline Ayrshires is in Durand, Illinois. Not pictured is Jill Kinney.



PAVILLION 2 ZONE 2

MICHELE ACKERMAN/DAIRY STAR  
 Ferme Blondin, from Saint Placide, Quebec is awarded the Pavilion 2 Zone 2 Herdsmanship Award Oct. 3 at World Dairy Expo in Madison, Wisconsin. Pictured are Kate Lussier (front, from left), Simone Lelande, Jean-Phillipe Proulx, Yvon Sicard, Linda Ness and Jean-Phillippe Montplaisir; (back, from left) Brian Carscadden, Joel Lepage, Jonathan Lehoux, Joe Lepage, William Mercure and Nicholas Ten Have.



PAVILLION 2 ZONE 3

MICHELE ACKERMAN/DAIRY STAR  
 The crew from Big Guns — Chissy Putman (front, from left), Sabrina Clark; (middle row, from left) David Schultheis, Cassie Clark, Josh Fry; (back row, from left) Chris Curtiss, Aden Carter, Patrick Anderson, Ethan Bloomfield and Madison Fisher — display jackets for winning the Pavilion 2 Zone 3 Herdsmanship Award Oct. 3 at World Dairy Expo in Madison, Wisconsin. Big Guns is located in Frostburg, Maryland.



PAVILLION 2 ZONE 4

MICHELE ACKERMAN/DAIRY STAR  
 Brenda Damrow-Gudex (from left) and her daughters, Macyn, Madison and Mackenzie, accept the Pavilion 2 Zone 4 Herdsmanship Award for Easter Brook and Vallowhill Farm Oct. 3 in Madison, Wisconsin. Easter Brook Farm is located in Juneau, Wisconsin and Vallowhill Farm is located in Sullivan, Wisconsin.

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# TODAY AT WORLD DAIRY EXPO



SHERRY NEWELL/DAIRY STAR

A prop depicting a "Cash Cow" in the Select Sires booth Oct. 3 at the Trade Show caught the eyes of Rei Ishikawa (left) and Mesataka Seki at World Dairy Expo in Madison, Wisconsin. The two hail from Japan.



DANIELLE NAUMAN/DAIRY STAR

Wisconsin Fairest of the Fair Kelsey Henderson leads a school tour Oct. 3 at World Dairy Expo in Madison, Wisconsin. Over 1,100 fourth grade students from 21 Madison area schools attend Expo to learn about the dairy industry.



PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY

Showing photographers from Cowsmopolitan, Dairy Agenda Today and The Bullvine work to capture the shows at World Dairy Expo for exhibitors, spectators and dairy industry enthusiasts around the world Oct. 3 in Madison, Wisconsin. Pictured are Eve Tomlinson (front, from left), Katelyn Poitras, Julie Ashton, Maddy Hensel and Jenna Jongenotter; (back, from left) Andrew Hunt, Elizabete Neves, Kyle Schafer, Casey Treloar, Melissa Hart, Justine Kelsey and Kathleen O'Keefe.



DANIELLE NAUMAN/DAIRY STAR

Red & White and Guernsey exhibitors wait outside the Coliseum for their classes Oct. 3 at World Dairy Expo in Madison, Wisconsin. Each of the shows began Wednesday with their heifer classes and concluded Thursday with their cow classes.



SHERRY NEWELL/DAIRY STAR

A trip to World Dairy Expo for the Hoover girls — Hazel (from left), Camille, Josephine; and Nadia (front) — included a stop at the Trade Show Oct. 3 in Madison, Wisconsin. The Hoovers, from Goshen, Indiana, were visiting with their father, a hoof trimmer.



DANIELLE NAUMAN/DAIRY STAR

Katie Shultz (second from left) is presented the inaugural Richard Caverly Award by Terri Packard (from left), Jim Strout and Betsy Bullard. The award is presented in memory of Caverly, a long-time Maine Ayrshire breeder and dairy cattle fitter, to someone between the ages of 18 and 30 who exemplifies the qualities he admired.



DANIELLE NAUMAN/DAIRY STAR

Nicole Arrowsmith (left) and Andrea Haines return from an early-morning photo shoot under the willows with Nicole's Ayrshire heifer Oct. 3 at World Dairy Expo in Madison, Wisconsin. Nicole was awarded the heifer, Budjon-Vail Rynlds Kiwi, by the Hellenbrand Lasting Legacy Award Foundation. Kiwi placed fifth and was the first junior-owned entry in the International Ayrshire Show Fall Yearling Class.



DANIELLE NAUMAN/DAIRY STAR

Brantley Kruschke (left) and Brynn Zwiefelhofer play a game to pass time Oct. 3 at World Dairy Expo in Madison, Wisconsin. The pair are helping the Random Luck string this week.



SHERRY NEWELL/DAIRY STAR

A group of Latino dairy managers from seven countries line up for a photo Oct. 3 at the Vita Plus booth in the World Dairy Expo Trade Show in Madison, Wisconsin. The dairy managers were visiting Expo as part of a group hosted by Motiva Consulting.






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# Tillie takes charge

## Pennsylvania cow tops International Junior Guernsey Show

BY DANIELLE NAUMAN  
AND SHERRY NEWELL  
Staff Writers

**MADISON, Wis.** — Hollow View Tank Tillie, the top-placing junior-owned Four-Year-Old, owned by Kolby Stoltzfus of East Earl, Pennsylvania, was the choice of judge Lynn Harbaugh and his associate, Herby Lutz, for their Senior and Grand Champion of the International Guernsey Show. The pair followed by selecting Hi Guern View Asia Africa, the top-placing junior-owned Lifetime Production Cow, as their Reserve Senior and Reserve Grand Champion. Africa is owned by Alaina Dinderman of Orangeville, Illinois. The nod for Honorable Mention Grand Champion went to the Intermediate Champion, Hickman Valleys S Blakely, the top-placing junior-owned Junior Three-Year-Old, owned by Brittany Taylor, Grace Schuler and Laylaa Schuler of New Glarus.

Dix Lee Kojack Dont Doubt Me-ETV, the top-placing junior-owned Five-Year-Old, was tapped as Honorable Mention Senior Champion. Dont Doubt Me is owned by Lauryn Weisensel and Brynn Grewe of Cumberland.

Receiving Reserve Intermediate Champion honors behind Blakely was Mill Bridge JCPenney Sassafra, the top-placing junior-owned Senior Two-Year-Old, exhibited by Sara Forman of Meriden, New Hampshire. Honorable Mention Intermediate Champion honors went to Kadence Gold Rush J Luxurious-ETV, the winning Summer Junior Two-Year-Old, leased by Olivia Jennrich and owned by Kadence and Gold Rush Farms, New Glarus.



PHOTO COURTESY OF COWSMOPOLITAN

**Hollow View Tank Tillie, the top-placing junior-owned Four-Year-Old, is named Senior and Grand Champion of the International Junior Guernsey Show Oct. 3 in Madison, Wisconsin. Tillie is owned by Kolby Stoltzfus. Hi Guern View Asia Africa, the top-placing junior-owned Lifetime Production Cow, is named Reserve Senior and Reserve Grand Champion. Africa is owned by Alaina Dinderman. Hickman Valleys S Blakely is named Intermediate and Honorable Mention Grand Champion. Blakely, the top-placing junior-owned Junior Three-Year-Old, is owned by Brittany Taylor, Grace Schuler and Laylaa Schuler of New Glarus.**

In the heifer show, Junior Champion honors went to the winning Winter Yearling, RHG Villa Breezy Venus-ET, leased by Alison Gartman and owned by Dominic Pritzl of Sheboygan. Knapps RC Torpedo Bonus-ETV, the winning Winter Calf, was named Reserve Junior Champion of the Junior Show. Bonus is owned by Dylan and Cameron Ryan and B., R., C. and L. Ferry of Fond du Lac. The top-placing junior owned Spring Yearling, Gold N Pines JD Buttercup-ETV, was tapped as Honorable Mention Junior Champion of the Junior Show. Buttercup is owned by Brittany Taylor, Laylaa Schuler and Kayleigh Haag of New Glarus. Harbaugh, of Marion, and Lutz, of Chester, South Carolina, were charged with placing 82 head of junior-owned Guernseys in the International Junior Guernsey Show. Complete show results are available online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

### Hollow View Tank Tillie Kolby Stoltzfus East Earl, Pennsylvania

**Tell us about yourself.** I am 20 and work at home on the family farm where we milk 50 Guernseys. Our farm bottles milk under the Yoder's Country Farm label. I'm a member of the Junior Guernsey Association and will get my American FFA Degree this fall. Kevin and Dina are my parents.

**Tell us about your animal.** She was recently Grand Champion of the Junior Show at Harrisburg, and she was also Grand Champion at the Guernsey Gold Showcase in New York. She was first at the North American International Livestock Exhibition in Louisville, Kentucky, as a Summer Junior Two-Year-Old. She is housed at home on our farm.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** Excited. It was definitely really surprising.

**How did you get involved in dairy cattle showing?** I was born into it. My dad grew up showing and we have always raised show cows. It's always been part of my life.

**Who has been a mentor for your showing career? What has been the best advice they have given you?** My dad. He taught me how to breed good cows. He always says the first year of a heifer's life is the most important, and he says this is a life, not a job.

**What has been your favorite memory showing dairy cattle?** This is probably it. But I did have the Junior Champion of the Junior Show in 2021 and that was a great memory, too.

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# Handshakes, high-fives and banners galore



PHOTO COURTESY OF COWSMOPOLITAN

Cherry-Lor Robin-P-Red is named the Intermediate and Grand Champion of the International Junior Red & White Show Oct. 3 in Madison, Wisconsin. Robin, the winning Yearling Heifer in Milk, is owned by Phillip McCormick. Glaustar Roll A Dice-Red is named the Reserve Intermediate and Reserve Grand Champion after being the top-placing junior-owned Senior Three-Year-Old. Roll A Dice is owned by Delaney, Kalli and Cooper Barber. Nisly-Gen Rager Donut-Red, the top-placing junior-owned Four-Year-Old, exhibited by Tyler J. Soden, is named the Senior and Honorable Mention Grand Champion.

## Pennsylvania Yearling Heifer in Milk tops International Junior Red & White Show

BY DANIELLE NAUMAN  
Staff Writer

**MADISON, Wis.** — The handshakes and high-fives from judges Kevin Doeberien and Adam Hodgins just kept coming for the winning Yearling Heifer in Milk, Cherry-Lor Robin-P-Red, as she was named the Intermediate and Grand Champion of the International Junior Red & White Show. Robin is owned by Phillip McCormick of Millmont, Pennsylvania.

Following Robin as both the Reserve Intermediate and Reserve Grand Champion was the top-placing junior-owned Senior Three-Year-Old, Glaustar Roll A Dice-Red, exhibited by Delaney, Kalli and Cooper Barber of Dewitt, Iowa.

Honorable Mention Grand Champion honors went to the Senior Champion, Nisly-Gen Rager Donut-Red, the top-placing junior-owned Four-Year-Old. Donut was exhibited by Ty-

ler J. Soden of Susquehanna, Pennsylvania. The second-place junior-owned Four-Year-Old, Milksource Awesome Time-Red, exhibited by Tristen Hans Ostrom of Kaukauna, was the judges' selection for Reserve Senior Champion. Honorable Mention Senior Champion honors went to the top-placing junior-owned Aged Cow, Arb-Flo-Spr Honeybun-Red-ET, exhibited by Hadley Faye Ross of Delavan.

RV-Smith War Games-Red-ET, the top-placing Junior Two-Year-Old, exhibited by L., H. and B. Smith, E. Gunst, C. and L. Ziemba and F. and N. Heinsohn, was named the Honorable Mention Intermediate Champion.

In the heifer show, Junior Champion honors went to the winning Winter Calf, Red-Violet The North-Red-ET, exhibited by Hailey Abraham and Ella Spiniolas of Harvard, Illinois. Ocean-View Sweeter In-Red, the first-prize Summer Yearling, exhibited by Kayley Guilette of Algoma, was named Reserve Junior Champion. Honorable Mention Junior recognition was given to Kiefland Prodigy-Red, the top-placing junior-owned Winter Yearling, exhibited by Brea, Ava and Bryson Kiefler of Utica, Minnesota.

Official judge Kevin Doeberien and his associate, Adam Hodgins of Kincardine, Ontario, were charged

with placing 129 head of junior-owned animals during the International Junior Red & White Show. Complete show results are available online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

### Cherry-Lor Robin-P-Red Phillip McCormick Millmont, Pennsylvania

**Tell us about yourself.** I'm 19 and majoring in animal science at Pennsylvania State University-Altoona. I spend a lot of time clipping and showing cows and go to seven or eight shows a year. I take care of heifers for Ron Henbury at Cherry-Lor, where my heifers are kept.

**Tell us about your animal.** We've had Robin since she was a calf. She was Junior Champion of the open show at the Pennsylvania Spring Show this year, and at the All-American she was Reserve Grand of the junior show. We love her. Her dam was injured as a Four-Year-Old, and we nursed her back to health to give birth to this heifer.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** I was pretty surprised; I didn't think a Milking Fall Yearling could make it that far.

**How did you get involved in dairy cattle showing?** I started showing with friends at the county fair and a couple years later started working for Ron Henbury. I've been there about five years now and it all just sort of happened.

**Who has been a mentor for your showing career? What has been the best advice they have given you?** Ron Henbury and Doug and Matt Boop are my mentors. Their advice has been to always have fun. That's a little harder when the cow is dragging you around the ring.

**What is your favorite memory of showing dairy cattle?** Up until today, which has been amazing, my favorite memory was from last year when I showed the Reserve Intermediate Champion of the Junior Show here.

MICHELE ACKERMAN/DAIRY STAR

The crew from Vierra Dairy Farms — Andy Thomas (front, from left), Will Iager, Owen Vis, Zach Da Silver, Camryn Thomas; (middle, from left) Peter Cipponeri, Nathan Thomas, Jennie Thomas, Kendall Thomas, Jenn Charleton, Renee Pierick; (back, from left) Nicole Arrowsmith, Louie Cozzitorto, Andrea Ciceri, Clayton Arntz, Sean Lynch and Abe Light — accept the daily Herdsmanship Award for Friday, Oct. 4 at World Dairy Expo in Madison, Wisconsin. Vierra Dairy is located in Hilmar, California.





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