

# Expo Daily Edition

Saturday, October 2, 2021

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## 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.



## FLAVORS OF THE DAY

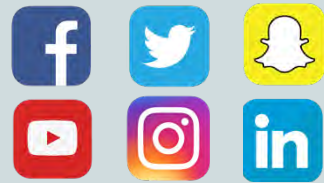
### Grilled Cheese

Muenster from Klondike and Buholzer Bros.  
UW-Madison Cheese Stand next to the Coliseum

### Ice Cream

Cookie Monster • Pumpkin Pie • Shipwreck  
GEA Ice Cream Stand located in the Exhibition Hall

## #WDE21



# Hellenbrand leaves long-lasting impact

## The legacy of Friend of Expo lives on through youth award

BY DANIELLE NAUMAN  
Staff Writer

Sometimes someone will walk among us and impact us in so many ways, at times without anyone really realizing the depth of that impact, or how far the ripples spread. Mike Hellenbrand was one of those people.

"Mike was such a driven person," said Hellenbrand's longtime business partner and friend, Bryan Voegeli of Monticello, Wisconsin. "I have worked with a lot of amazing people in this industry, but with his background and his business savvy, Mike stood apart from the rest."

Hellenbrand passed away July 1, 2020, following a long illness, leaving a legacy created by his impact so many dairy industry enthusiasts, young and old.

Following his death, Hellenbrand was posthumously named a Friend of Expo last year, an honor annually bestowed upon dedicated Expo volunteers and leaders. This year, the trophy presented to



DANIELLE NAUMAN/DAIRY STAR

Mentor Jeff Bleck (from left), Allison Gartman, Linda Hellenbrand, Natalie Roe and mentor Dave Bollig are recognized for the first Hellenbrand Living Legacy award Friday night. Gartman, of Sheboygan, Wisconsin, is the winner of the award and Roe, of Monticello, Wisconsin, is named the Top Finalist. Gartman will receive a daughter of Springhill Mentor Jazzy next spring.

the Supreme Champion Heifer of the Junior Show will begin carrying his name as the Michael Hellenbrand Memorial Trophy.

Hellenbrand and his wife, Linda, became well-known figures in the dairy industry in a rather unique way, establishing City Slickers Farm in the rolling hills of Dane County, Wisconsin. Following the events of Sept. 11, 2001, the couple decided to pursue a different lifestyle, each leaving careers in the New York

City financial sector.

The business model behind City Slickers Farm and the Hillpoint Partners prefix was a different approach: the Hellenbrands worked with top breeders, primarily with colored breeds, implanting embryos to create calves from elite cows.

With their interest in the genetics of the kinds of cows that often stood at the center of the colored shavings, the Hellenbrands quickly became

well-known fixtures at World Dairy Expo. Mike even served on the WDE Board of Directors, including time as the organization's Secretary-Treasurer.

"Mike's skill set, his knowledge of business and his financial background made him a great member of the Expo

Turn to **HELLENBRAND**  
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# A creative undertaking

## WDE themes are years in the making

BY JENNIFER COYNE  
Staff Writer

It has been an exuberant week at World Dairy Expo, recognizing and celebrating all those who are Instrumental to the Industry.

From the decorated Showring to the printed Official Program published by *Dairy Herd Management*, a theme connects all entities of the show and carries a unifying message. Yet, the execution of such a project is far more involved than the displays in Madison, Wisconsin.

"World Dairy Expo has this steady corporate brand that is always there," said Katie Schmitt, Communications Manager. "Then each year, we have a theme, and the sky is the limit."

Schmitt helps coordinate the development of a theme with Expo's partner, Still Good.

The process of theme development begins 18 months prior to the show with all Expo staff involved.

"We'll gather for a staff lunch, and we come with ideas, concepts, words or phrases that might make a good theme," Schmitt said. "In our office, we have



WORLD DAIRY EXPO FILE PHOTO

The World Dairy Expo theme in 2009 featured the Showring as a baseball field. Themes for the show are determined almost two years in advance of the event.

posters from previous Expos hanging in the hallway. People gather there for inspiration."

After detailed conversation and reflecting on the show's running list of concepts discussed in previous years, a few theme possibilities remain.

"We get our ideas whittled down to four or five, then cast a vote," Schmitt

said. "Then, we're left with one phrase, topic or word."

For the Instrumental to the Industry theme, Expo staff chose music as the topic of choice. They were in search of a Mardi Gras or carnival theme.

With a direction in mind, Schmitt

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Many of the calves owned by Hellenbrand and his partners made their way along the tanbark

"We always had Holsteins and maybe one or two Jerseys before we started showing some of Mike's calves," Logan said. "I learned a lot about the other



**Mike and Linda Hellenbrand founded City Slickers Farm, LLC. The couple has been a long-time supporter of World Dairy Expo.**

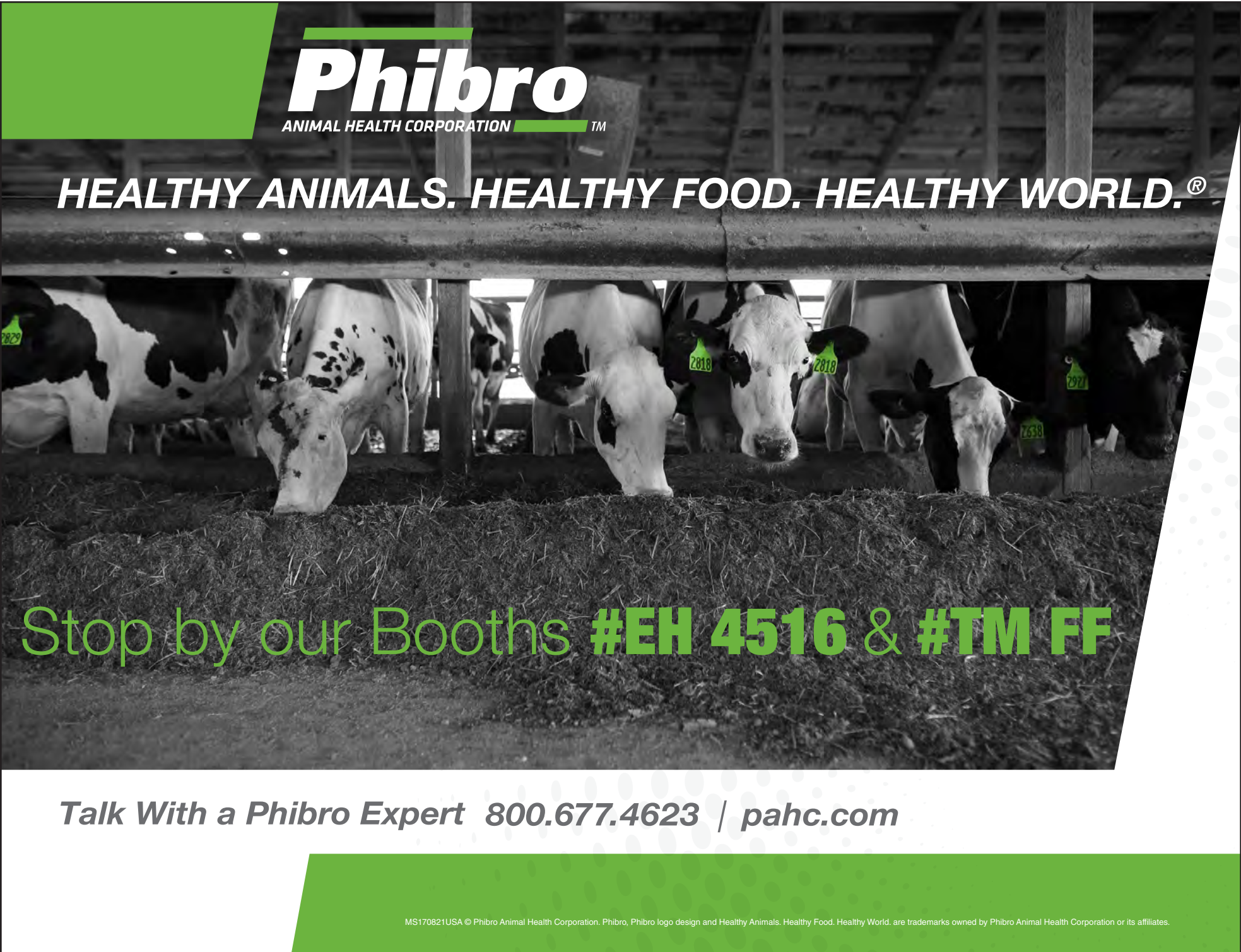


**Logan Harbaugh and the late Mike Hellenbrand take a picture with Nicleys HP GG Cordell Anne-ETV at the 2017 World Dairy Expo.**

Dr. Sheila McGuirk first met the Hellenbrands through her work at the University of Wisconsin School of Veterinary Medicine. That relationship continued to grow as she began consulting with the Hellenbrands at their farm on a variety of

Further working to preserve Hellenbrand's legacy, Voegeli, McGuirk and several other close friends of the Hellenbrands are working with his wife, Linda, to establish and perpetuate the Hellenbrand Lasting Legacy Award. This award will give a young dairy industry enthusiast a

“The applicants for this first calf have been so impressive, it has been such a difficult decision process to select just one,” McGuirk said.



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While each year's theme is designed to add fun and excitement to the show, it also may create nostalgia or lasting memories for those who attend.



**The 2022 World Dairy Expo theme is Essential Elements.**

“World Dairy Expo is such a personal experience for people,” Schmitt said. “You come and make it

Previously, the next year's theme was announced during the Parade of Champions Saturday evening. In recent

So without further ado, World Dairy Expo will again gather the global dairy industry Sunday, October 2 through Friday, October 7, 2022 with the theme of Essential Elements.



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# INSTRUMENTAL TO THE INDUSTRY

## How does WDE facilitate the growth of an international dairy industry?



**Donna Mertz**  
Blair, Nebraska  
Dairy farmer and veterinarian

**What role does education play at World Dairy Expo?** The seminars and presentations bring innovative and current information and ideas to producers. The topics covered are at the forefront of the industry, and we strive to provide interesting and engaging content and exchange with knowledgeable industry leaders.

**How do you see the educational opportunities at World Dairy Expo impacting people in the dairy industry?** The educational opportunities available at

Expo bring current and up-to-date information about important topics to the attendees.

**Describe your favorite educational seminar or event at World Dairy Expo.** I enjoy any seminar that deals with any area of animal health and well-being.

**What is one way you would like to see education incorporated even further into the event?** I would like to see us producing more podcasts based off of the seminars for producers to listen to and help increase the reach of the information.

**Who has been one of your favorite speakers or topics for the educational platforms of WDE this year or in previous years?** I have a hard time choosing one as a favorite, but I do like the virtual format, I think that is a way to increase potential contest with endless possibilities.

**What are you looking forward to most about this year's show?** I have been looking forward to seeing old friends and all the exhibitors that I have been missing for the last two years; and being reconnected with my show family.



**Corey Gieger**  
Editor, Hoard's Dairyman

**What role does education play at World Dairy Expo?** Education is one of the founding pillars of Expo and there's a number of seminars that take place. It's so we can talk about cutting edge topics in the dairy industry. What's different this year is that we are going to have a number of webinars that start at 8 a.m. to get the sessions off to a great start. Education goes from youth who are mostly consumers, then to FFA people that will hopefully be a part of our industry, and on to those who are involved in the industry already.

**How do you see the educational opportunities at World Dairy Expo impacting people in the dairy industry?** These topics are voted on and the committee nominates a number of topics, and they are ranked, then chosen. The topics are chosen by peers, so this is what other dairy farmers want to hear more about. We are obviously talking about cow productivity and a lot of the topics are related to ag economics, too. People are looking for ways to make money in this industry and to pay the bills. That's one of the reasons that people come to the World Dairy Expo. They want to see how technology can replace some of the labor.

**Describe your favorite educational seminar or event at World Dairy Expo.** The one I looked most forward to this year was how we are evaluating farm loans. Wednesday we had three bankers and a TV personality from northeast Wisconsin to moderate it. It's a challenging topic but when done well, it's excellent.

**What is one way you would like to see education incorporated even further into the event?** I've thought about this a lot but if you look at what's going on in the show, we have more educational content than ever before. We have the knowledge nook session, the seminars, and we have the webinars, dairy forage seminars, new this year there are three seminars in Spanish. That is one area that we could expand on, is getting more education in Spanish.

**Who has been one of your favorite speakers or topics for the educational platforms of WDE this year or in previous years?** What's been pretty neat for Expo is that it continues to grow. We had Sonny Purdue in 2019 and Tom Vilsack and to have those kind of federal leaders coming to talk about dairy is great.

**What have you been looking forward to most about this year's show?** Simply that we are going to have the show. It's been two years. I think some people are still concerned about the pandemic, but I continually tell people that everybody assumes risk in life. We are not going to eradicate COVID-19 anytime soon. We as a society have to decide what we are going to do and I'm glad that Expo is happening this year.



**Paul Fricke**  
University of Wisconsin-Madison

**What role does education play at World Dairy Expo?** The task of the World Dairy Expo Education committee, which I have been a member of for the past four years, is to choose the speakers and topics that will be included in the educational program at WDE each year.

**How do you see the educational opportunities at World Dairy Expo impacting people in the dairy industry?** Our goal is to bring the best and most relevant speakers and topics to the dairy industry gathered at WDE so that farmers

and their consultants can make informed decisions on how best to manage their dairy operations.

**Describe your favorite educational seminar or event at World Dairy Expo.** The seminar I am most looking forward to is entitled "What would the food supply look like without animal agriculture?" by Dr. Mary Beth Hall from the USDA Dairy Forage Research Center at University of Wisconsin-Madison. Dr. Hall has conducted a modeling study to answer the question in her talk title. It is more important now than ever to communicate how animal agriculture benefits all of humankind.

**What is one way you would like to see education incorporated even further into the event?** I am fairly traditional, so I think the current lecture forums are a good way to deliver information to the audience, so I would recommend keeping with that format.

**Who has been one of your favorite speakers or topics for the educational platforms of WDE this year or in previous years?** Dr. Jack Britt gave an interesting lecture in 2018 on visioning what the future of dairy might look like entitled: "Learning from the future: Dairying in 2068." Dr. Britt is a retired professor working in dairy cattle reproductive physiology, which is also my academic discipline. Dr. Britt uses trend analysis to project what might occur in the future and how to prepare for these changes. He is an excellent speaker and thinker, and I have always found his ideas to be interesting and provocative.

**What have you been looking forward to most about this year's show?** After the cancelation of the 2020 WDE due to the pandemic, I have been eager to help organize and participate in a successful WDE this year. I volunteer with the Jersey show, and I always find interacting with everyone in the dairy industry who gathers at WDE enjoyable. Because of my Extension role in the Department of Animal and Dairy Sciences at University of Wisconsin-Madison, WDE week is always busy with plenty of talks that I am asked to give to various groups, so I have been looking forward to that as well.



**Brett Barlass**

**What role does education play at World Dairy Expo?** WDE, in order to stay relevant, needs to provide great tools for education.

**How do you see the educational opportunities at World Dairy Expo impacting people in the dairy industry?** People come to WDE because of some of the speakers and seminars they have. Obviously, because of that, they make big impacts on the dairy industry.

**Describe your favorite educational seminar or event at World Dairy Expo.**

I don't have one favorite. I like the variety and selection. There are always multiple events and speakers. If I don't like any of the speakers, I can go to a seminar. If I don't like a seminar, I can walk through the exhibits. And, maybe most important, there is networking going on 24-7.

**What is one way you would like to see education incorporated even further into the event?** At this time, I don't see anything else. I like the wide array of education opportunities. Videos, speakers, Virtual Farm Tours, seminars, etc.

**Who has been one of your favorite speakers or topics for the educational platforms of WDE this year or in previous years?** Too many good ones in past years to narrow it down to just one or two.

**What have you looked forward to most about this year's show?** Expo Seminars and Virtual Farm Tours.



# Back at WDE

**Steve Schallo**  
Hammond, Wisconsin  
Dairy farmer  
1,500 cows



**How many years have you attended World Dairy Expo, and why?** My attendance goes back to my college years when I was at the University of Wisconsin-Madison. I was part of the Badger Dairy Club and all their activities here. It was the cheese stand and everything else – I’ve done it all.

**What does it mean to you to be back at World Dairy Expo?** This year is extra special for us because my wife, Annette's parents, Bob and Kay Zwald, received the National Dairy Shrine’s Distinguished Cattle Breeder Award Wednesday night.

**What did you miss most about not having the event in 2020?** It’s the people you see here. It’s always a place to run into old friends, folks you went to college with and other people you know. You see neighbors, too; we always say you drive to Expo to see your neighbors.

**What did you do to fill the void from last year’s cancelation?** We were in the middle of an expansion, so we were plenty busy without having to do something to replace Expo.

**What part of the year’s World Dairy Expo were you most looking forward to?** We’ve been really excited to bring all of our children for the first time. They are Katelyn, 8; Abby, 6; and Matthew, 3. They are finally old enough to take it all in and understand what it’s all about.

**Tell us about your favorite World Dairy Expo memory.** It’s probably still when I was working here as part of Badger Dairy Club. It wasn’t just during Expo but everything we had to do before it started and after it was over. It was early morning and late into the night; that was just a lot of fun.

# TODAY'S TRADE SHOW EXHIBITOR



Richard Hill

**Richard Hill for ProStar Energy Solutions, PM8003**

**Describe your company.** ProStar Energy Solutions is an energy company based in Frisco, Texas, and owned by Jerry Jones, who also owns the Dallas Cowboys. I do a lot with farms for LED, solar and a new product called N2Applied, that takes the emissions out of the manure. It reduces ammoniac acids and eliminates the methane gas.

**How are you using World Dairy Expo as a platform for your company and its services?**

We are showcasing our new N2Applied unit at the booth so people can see the unit.

**Tell us about one product you are excited to showcase this year at World Dairy Expo.** Solar panels and LED products are on display, as well as the new N2Applied unit.

**What ways does World Dairy Expo help you reach your target audience?**

Just having the opportunity to be face-to-face again with people. We’ve been working on this project for six months.

**What preparations are necessary for World Dairy Expo as a Trade Show Exhibitor?** We built the N2Applied container right here in Milwaukee and it’s a unique unit. There’s been huge preparation for this.

**What is your favorite aspect of being part of the Trade Show at World Dairy Expo?** To be able to see a lot of people that I know, since I’ve been attending for a lot of years, and to be able to see customers again.



# Attention Exhibitors

**REMINDER:** Public Health Madison & Dane County requires face coverings be worn by individuals two-years-old and older in enclosed public spaces. The face covering emergency order is in effect through October 8. Face masks are available for your use at doors of enclosed buildings and areas where face coverings are required. Thank you for adhering to public health requirements.

**World Dairy Expo's complete COVID-19 Policies are available on the website.**



# A rewarding Journey

## Missouri cow tops Junior Guernsey Show

BY DANIELLE NAUMAN  
Staff Writer

The Intermediate Champions reigned victorious in the International Junior Guernsey Show, with the winning Junior Three-Year-Old, Dix-Lee Method Journey, exhibited by Whitney Lee Yerina of Phillipsburg, Missouri, being named the Intermediate and Grand Champion. Following her as the Reserve Intermediate and Reserve Grand Champion was the winning Senior Two-Year-Old, Dix-Lee Kojack Dont Doubt Me-ETV, exhibited by Haley Beukema and Lauryn Weisensel of New Richmond, Wisconsin.

Taking home Senior Champion honors was the winning Five-Year-Old, Villa Crest Marvel Sayre, exhibited by Macy McDonald Walason and Samantha Plocher of Imler, Pennsylvania. The Reserve Senior Champion banner went to Hi Guern View Diva Designer, the winning Aged Cow, exhibited by Alaina, Amery and Aidan Dinderman of Orangeville, Illinois.

Warwick Manor Ernie Jacey, the winning Fall Yearling exhibited by Karli and Kolby Stoltzfus of East Earl, Pennsylvania, was named Junior Champion. The winning Spring Calf, Heritage Brook Drone Trinket-



PHOTO PROVIDED BY COWSMO

Dix-Lee Method Journey, the winning Junior Three-Year-Old exhibited by Whitney Yerina, is named the Intermediate and Grand Champion of the International Junior Guernsey Show by official judge Molly Sloan and associate judge Mike West. The winning Senior Two-Year-Old, Dix-Lee Kojack Dont Doubt Me-ETV exhibited by Haley Beukema and Lauren Weisensel, is named the Reserve Intermediate and Reserve Grand Champion.

ETV, exhibited by Keenan Thygesen and Hannah Hurst of Tunbridge, Vermont, was named the Reserve Junior Champion.

Official judge Molly Sloan of Lake Mills, Wisconsin, and her associate judge, Mike West of Orangeville, Ontario, were charged with placing 61 head of junior-owned Guernseys. Complete show results are available online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Dix-Lee Method Journey**  
Whitney Yerina, Phillipsburg, Missouri

**Tell us about yourself.** I am 17 years old and a senior at Conway High School. I am the president of my FFA chapter and I play varsity softball.

**Tell us about your animal.** I started working with Journey as a Two-Year-Old; I picked her out of the lot myself. She has done well the last two years. She was Supreme Champion of both the Open and Junior Shows at the Missouri State Fair earlier this summer. She is scored EX-90.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** It was so awesome ... I was so excited! I have had Reserve Grand Champion of the Junior Show twice before, but never Grand Champion.

**How did you prepare for the show and who helped you?** Journey lives in Missouri with me on my mom and grandpa's farm. Here at the show, she is tied with my dad, with Elmvue. We have three excellent fitters that have made her look great, and kept her clean and fed all week.

**What trait do you like most about your animal?** I like her disposition. She is easy going and super friendly, calm and easy to work with.

**Why do you enjoy showing at WDE?** I love being here; it is a great feeling knowing that all the cows are top-notch and it is satisfying to know I have raised something that is worth making the trip for.



PHOTO PROVIDED BY COWSMO

Warwick Manor Ernie Jacey, the winning Fall Yearling exhibited by Karli and Kolby Stoltzfus, is named the Junior Champion of the International Junior Guernsey Show. Heritage Brook Drone Trinket-ETV, the winning Spring Calf exhibited by Keenan Thygesen and Hannah Hurst is named the Reserve Junior Champion.

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DANIELLE NAUMAN/DAIRY STAR  
Meghan Patrick performs on stage during the Sunset Celebration in The Tanbark, Oct. 1.



DANIELLE NAUMAN/DAIRY STAR  
19-day-old Maddox Matlock watches with his mom, Mallarie Stookey Matlock, as his grandpa, Jeff Stookey, is presented with the Klussendorf McKenzie Award Oct. 1. Maddox is the son of Micah and Mallarie Matlock.

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# A second serving of Malt

## Wisconsin cow repeats as Champion Guernsey

BY DANIELLE NAUMAN  
Staff Writer

Valley Gem Atlas Malt-ET, the winning Aged Cow, was named the Senior and Grand Champion of the International Guernsey Show. Malt is owned by Valley Gem Farms of Cumberland, Wisconsin. Following her as the Reserve Senior and Reserve Grand Champion was Springhill Kojack Uno-ET, the top-placing Five-Year-Old. Uno is owned by Ty and Ean Mader and Faith Ling of Springfield, Missouri.

The Intermediate Champion was the winning Junior Three-Year-Old, Dix-Lee Method Journey exhibited by Whitney Lee Yerina of Phillipsburg, Missouri. Following her as the Reserve Intermediate Champion was the winning Senior Two-Year-Old, Dix-Lee Kojack Dont Doubt Me-

ETV exhibited by Haley Beukema and Lauryn Weisensel of New Richmond, Wisconsin.

Thurston Farm Popeye Addyson, the winning Fall Yearling, received Junior Champion honors for her owners Howacres and Mill Bridge Farm of Meriden, New Hampshire. The Reserve Junior Champion banner was awarded to Springhill Calico-ETV, the winning Fall Calf exhibited by Clay Hershberger and Sandy Putt of Sugar creek, Ohio.

Both the Premier Breeder and Premier Exhibitor banners went to Springhill of Big Prairie, Ohio. Indian Acres American Pie was named the Premier Sire.

Austin and Landen Knapp of Epworth, Iowa were named Premier Breeder of the Heifer Show, while Warwick Manor, Kevin & Dina Stoltzfus of East Earl, Pennsylvania, were awarded



PHOTO PROVIDED BY COWSMO

**Valley Gem Atlas Malt-ET, the winning Aged Cow, is named Senior and Grand Champion of the International Guernsey Show by official judge Molly Sloan and associate judge Mike West. Malt is owned by Valley Gem Farms. The Reserve Senior and Reserve Grand Champion is the winning Five-Year-Old, Springhill Kojack Uno-ET, exhibited by Ty and Ean Mader and Faith Ling.**

the banner for Premier Exhibitor of the Heifer Show. Hi Guern View Levi Drone tallied up enough points to earn the title of Premier Sire of the Heifer Show.

Official judge Molly Sloan of Lake Mills, Wisconsin, and her associate judge Mike West of Orangeville, Ontario were charged with placing 190 head of Guernseys. Complete show results are available online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Valley Gem Atlas Malt-ET**  
Valley Gem Farms, Cumberland, Wisconsin

**Tell us about your animal.** Malt is scored EX-95 with a 96 point udder. She was fresh with her fourth calf 20 days ago. She was the Grand Champion here in 2019 and was the Supreme Champion at the North American International Livestock Exposition (Louisville) last fall. She is a two-time unanimous All-American (2019

and 2020), and she was Reserve All-American Junior Three-Year-Old in 2018. She was also the Supreme Champion of the 2019 Minnesota State Fair. Malt had two daughters compete this year. Her winter calf was second in her class and she had a daughter who was fourth in the Junior Two-Year-Old Cow Class.

**What does receiving this title mean to you?** It is just surreal and mind-blowing. It is so exciting! It means everything; this has been a really hard summer, and to have this reward, there really are no words to describe what we are feeling. It is so nice to have a win in for her, for this year.

**How did you prepare for the show and who helped you?** Everybody has played a huge role in this. We have so, so many people to thank, all of the people that have supported us and prayed for us during some of our roughest

times this year. We owe so much to both our parents, for helping out here and handling stuff at the farm. They did everything at home this summer when we were at the hospital with Brynn. My family traveled up here often to help on the farm.

**What trait do you like most about your animal?** Malt is the kind of cow the Guernsey breed needs to be striving to breed for. She is not huge, but she is big enough. She has a beautiful udder and great feet and legs. She is a complete cow; she milks and does all the work, and looks amazing doing it.

**Why do you enjoy showing at WDE?** We love showing here for the camaraderie, the competition, the sportsmanship, really the whole package that makes a person love showing anywhere. Expo is the greatest cow show on Earth.



PHOTO PROVIDED BY COWSMO

**Thurston Farm Popeye Addyson, the winning Fall Yearling, is named Junior Champion of the International Guernsey Show by official judge Molly Sloan and associate judge Mike West. Addyson is owned by Howacres and Mill Bridge Farm. Springhill Calico-ETV, owned by Clay Hershberger and Sandy Putt, is named the Reserve Junior Champion, after winning the Fall Calf class.**



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# Intermediate Champions top Junior Red and White Show

## Junior Three-Year-Old to parade under spotlight

BY DANIELLE NAUMAN  
Staff Writer

Scenic-Edge Jordan-Red, the winning Junior Three-Year-Old exhibited by Jacey and Hadley Ross of Delavan, Wisconsin, was named the Intermediate and eventual Grand Champion of the International Red and White Junior Show. She was followed by Cache-Valley Db Haizley-Red, the Reserve Intermediate and Reserve Grand Champion, the winning Summer Junior Two-Year-Old class for owner Xander Harris of Richmond, Utah.

Taking home Senior Champion honors was the winning Five-Year-Old, ZBW-Ziems Listen To Me-Red, exhibited by Mason Ziemba of Durhamville, New York. Hol-Star Malo Roz-Red-ET, the top-placing 125,000-Pound Cow exhibited by Connor Correia of Tulare, California, was named the Reserve Senior Champion.

In the heifer show, Junior Champion honors went to the winning Winter Calf, Dorloy-K Guinness-Red-ET, exhibited by Kenlee Phillips of Lingleville, Texas. For Reserve Junior Champion, she was followed by the second place Winter Calf, Betley Unstp Lionize-Red-ET. Lionize was exhibited by Claire and Jacob Betley of Pulaski, Wisconsin.

Official judge Pierre Boulet of Montmagny, Quebec, and his associate judge, Richard Landry of Ste-Brigitte-des-Saults, Quebec, were charged with placing 136 head of junior-owned Red



PHOTO PROVIDED BY COWSMO

**Scenic-Edge Jordan, the winning Junior Three-Year-Old exhibited by Jacey and Hadley Ross, is named the Intermediate and Grand Champion of the International Red and White Junior show by judge Pierre Boulet and associate judge Richard Landry. Cache-Valley Db Haizley-Red, the winning Summer Junior Two-Year-Old, is named the Reserve Intermediate and Reserve Grand Champion for owner Xander Harris.**

and Whites. Complete show results are available online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Scenic-Edge Jordan-Red**  
Jacey and Hadley Ross of Delavan,  
Wisconsin

**Tell us about yourself (Answered by Hadley Ross).** I am 18 years old and from Mesa, Arizona, and a freshman at Central Arizona College, studying agriculture.

**Tell us about your animal.** We purchased Jordan in 2019 as a Summer Yearling, and she did very well for us that year. She calved in last year as a Junior Two-Year-Old, but we were unable to really show

her anywhere because of COVID-19. This year, as a second-calf Junior Three-Year-Old, she has been doing really well for us. She was Intermediate Champion at the Wisconsin State Show earlier this summer.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** It was so surprising to me; I am so nervous but also excited to lead her under the spotlights for Supreme!

**How did you get involved in dairy cattle showing?** I got started about nine years ago when I joined 4-H. We have a dairy in Arizona, so I showed dairy cattle there.

**Who has been a mentor for your showing career? What has been the best advice they have given you?** My mom and dad have been my biggest mentors. They have taught me that, even if I am getting very frustrated with my animal, I need to stay positive and keep calm. Tanner and the Maple Leigh crew have also done a great job getting Jordan ready.

**What is your favorite memory of showing dairy cattle?** My favorite memory is the first time I showed Jordan as a heifer, in California. She is just awesome to lead; she is so easy going and calm. I just love her; she is my girl.



PHOTO PROVIDED BY COWSMO

**Dorloy-K Guinness-Red-ET, the winning Winter Calf exhibited by Kenlee Phillips is named the Junior Champion of the International Red and White Show by judge Pierre Boulet and associate judge Richard Landry. Sco-Lo Dice Hotstuff-Red-ET, the winning Fall Calf exhibited by Fly-Higher Holsteins and Andy Reynolds is named the Reserve Junior Champion.**

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# Tying it all together

## Sponsorships offer valuable connection between Dairy Cattle Show, Trade Show

BY MARIA BICHLER  
Staff Writer

Sponsoring the World Dairy Expo Dairy Cattle Show while also participating in the Trade Show is a logical choice for some companies. After all, the two Expo events tie together to form the perfect blend of industry relations and premier cattle.

Roger Turner, manager of Jetstream Genetics Inc., has been involved in the dairy industry since birth. Having been born and raised on a dairy farm in Canada, Turner's work has spanned the dairy cattle genetics industry. Prior to his current role, Turner also worked for Alta Genetics. Professional dairy cattle fitting first brought Turner to Expo 35 years ago.

Turner said Jetstream Genetics primarily focuses on working with medium-sized herds across the globe. Formed in 2012, Jetstream Genetics jumped at the chance to sponsor the Dairy Cattle Show from the very beginning and has continued every year since.

"We felt World Dairy Expo was the premier dairy cattle focal point and meeting point in the United States," Turner said. "It brought in not only attendees from the United States but all around the world and gave us a domestic and international presence."

Jetstream Genetics has also participated in the Trade Show since 2012.

"I think it ties the whole

week together where not only do the attendees see our company name and hear our company name through our sponsorship ..., then they can tie it in when they visit the Trade Show booth and see our exhibit as well," Turner said. "There's a very strong and good connection there."

Dagmar Beckel-Machyckova, of Golden Calf Company, agreed with Turner.

"For us, it is part of the overall Expo experience," she said. "World Dairy Expo is both the Trade Show, where you meet industry people and the farmers, and the Dairy Cattle Show, where you meet the cows. To be able to come full circle from having shown there in the Trade Show to supporting the Dairy Cattle Show is very meaningful."

Beckel-Machyckova has a strong connection to WDE. From meeting her husband, Andy, there in 2003 to growing their business through connections made at Expo since, sponsoring the Dairy Cattle Show and having a Trade Show booth is her way of giving back.

When Golden Calf Company launched in 2010, Beckel-Machyckova said they planned the opening of the business to coincide with WDE. In a 10-foot booth, Golden Calf Company first introduced ColoQuick Colostrum Management.

Now, Golden Calf Company's booth space has increased four-fold to include staff members as well as their



JENNIFER COYNE/DAIRY STAR

Andrew Beckel with Golden Calf Company speaks with World Dairy Expo attendees Friday morning. The business is a Trade Show exhibitor as well as sponsors the Dairy Cattle Show.

Calf Hero equipment and colostrum products to display.

In 2017, Golden Calf Company began sponsoring the Dairy Cattle Show.

"We are intentionally sponsoring the cash awards for the Supreme and Reserve Supreme Champion Heifers of the Junior Show and then we also sponsor the cash award and banner for the Reserve Supreme Champion of the Heifer Show," Beckel-Machyckova said. "We feel that goes with our business because we want calves to be healthy as they grow up to be the future. ... The same goes for the humans. If we can support the kids who are showing at Expo, we are supporting the future of the dairy industry."

A company involved with Expo since the inaugural event in Madison in 1967, Nasco Farm and Ranch, has been and continues to be a supporter of the Dairy Cattle Show and Trade Show. The company is celebrating 80 years in business this year.

"Nasco kicked in seed money to help get the show started here," said Chuck Miller, who worked for Nasco for 10 years, retiring in May 2020. "Nasco's sponsorship started from essentially day number one in 1967."

Most recently, Miller said Nasco is a Four Star Sponsor of WDE.

"Nasco's relationship with World Dairy Expo is deemed to be very important," Miller said. "We want to support the event. The attendees at World Dairy

Expo are largely represented in Nasco's customer base for the farm and ranch catalog, and something we find a lot of value in supporting."

At the Trade Show, Nasco has a 20-by-30 booth display area in the Main Concourse of the Coliseum. In that booth, Nasco operates a store where producers and livestock exhibitors can purchase supplies.

"The Nasco facility is a short drive from Madison," Miller said. "We do a daily restock of the booth."

Miller said the booth is also visited by international

attendees looking for veterinarian and testing equipment.

"Nasco is a strong supporter of World Dairy Expo," Miller said. "It is a really well-run organization that is financially sound and well managed."

An important part of the continued success of WDE are the numerous companies choosing to sponsor and participate at Expo year after year as they tie together their work with their desire to support the dairy industry.



JENNIFER COYNE/DAIRY STAR

Attendees walk through Nasco Farm & Ranch's booth in the Exhibition Hall. Nasco is a Four Star Sponsor of the show.

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# Joyous about Joline

## Milk Source celebrates Red & White Championship

BY DANIELLE NAUMAN  
Staff Writer

Antia Absolute Joline-Red, the winning Aged Cow, was named the Senior and Grand Champion of the International Red & White Show for her owners, Milk Source and L. Fischer of Kaukauna, Wisconsin. Westcoast Defiant Addison-Red, the second-place Aged Cow, owned by Westcoast, Quebequa and Colganados of Chilliwack, British Columbia, was named Reserve Senior and Reserve Grand Champion.

The Intermediate Champion was the winning Junior Three-Year-Old, Scenic-Edge Jordan-Red, exhibited by Jacey and

Hadley Ross of Delavan, Wisconsin. Reserve Intermediate Champion honors went to Milksource Renaissance-Red, the second place Junior Three-Year-Old owned by Golden Oaks Farm of Wauconda, Illinois.

In the heifer show, Junior Champion honors went to the winning Winter Calf, Dorloy-K Guinness-Red-ET, exhibited by Westcoast Holsteins of Chilliwack, British Columbia. For Reserve Junior Champion, the judges selected Sco-Lo Dice Hotstuff-Red-ET, the winning Fall Calf, exhibited by Fly-Higher Holsteins and Andy Reynolds of Corfu, New York.

Apple Partners, LLC, of Lanark, Illinois, was awarded both the overall Premier Breeder



PHOTO PROVIDED BY COWSMO

**Antia Absolute Joline-Red, the winning Aged Cow owned by Milk Source and L. Fischer, is named the Senior and Grand Champion of the International Red & White Show by official judge Pierre Boulet and associate judge Richard Landry. Westcoast Defiant Addison-Red, the second place Aged Cow, is named the Reserve Senior and Reserve Grand Champion. She is owned by Westcoast, Quebequa and Colganados.**

banner and the banner for Premier Breeder of the Heifer Show. Arizona Dairy, Jacey and Hadley Ross, of Delevan, Wisconsin, took home the overall Premier Exhibitor banner, while Hilrose Holsteins, the Joseph Brantmeier Family of Hilbert, Wisconsin, took home the banner for Premier Exhibitor of the Heifer Show. Mr D Apple Diamondback was named the overall Premier Sire and Mr Blondin Warrior-Red-ET was named the Premier Sire of the Heifer Show.

Official judge Pierre Boulet of Montmagny, Quebec, and his associate judge, Richard Landry of Ste-Brigitte-des-Saults, Quebec, were charged with placing 334 head of junior-owned Red and Whites. Complete show results are available online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Antia Absolute Joline-Red**  
Milk Source and L. Fischer,  
Kaukauna, Wisconsin

**Tell us about your animal.** Joline is scored EX-96, she is six years old and has had five calves. We have owned Joline since she was a Two-Year-Old, and have shown her every year. She is my (Jim Ostrom) favorite, and I have always led her. To me, she is the epitome of balance: she is not extremely large, but she is completely balanced. I call her a modern, efficient-sized cow.

**What does receiving this title mean to you?** To win on this stage is the pinnacle of why we do what we do. It is something to be able to compete with the best breeders, exhibitors and cows here at World Dairy Expo, especially to be able to compete again after COVID-19. We are blessed and I am very appreciative of all World Dairy Expo did to make this happen.

**How did you prepare for the show and who helped you?** We have the most superb crew, both here at the show and at home. Eddie and Mandi Bue are the managers at the farm, and it is a 365-day-a-year job to keep these cows in top condition, and they do an impeccable job. We cannot thank them enough.

**What trait do you like most about your animal?** Her balance is uncanny. When she was young, people thought she was small, but she really wasn't, she was just that balanced.

**Why do you enjoy showing at WDE?** We love cows, especially great cows. We are so passionate about exhibiting anywhere, but to be here at WDE again is a thrill for us. We are blessed to be the caretakers of some of the best cows, and to play a part in their successes.



PHOTO PROVIDED BY COWSMO

**Dorloy-K Guinness-Red-ET, the winning Winter Calf exhibited by Westcoast Holsteins is named the Junior Champion of the International Red & White Show by official judge Pierre Boulet and associate judge Richard Landry. Sco-Lo Dice Hotstuff-Red-ET, the winning Fall Calf exhibited by Fly-Higher Holsteins and Andy Reynolds is named the Reserve Junior Champion.**

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# ONE ON ONE

with Rick Speltz, a heifer raiser from Rochester, Minnesota

**How many years have you attended World Dairy Expo and why do you attend?** I've been coming for 32 or 33 years. I like to find out what's new and see friends and business acquaintances. I like to see the cattle, too.

**What are three things you are looking forward to doing this year at the show?** First, there is always new technology, innovation in buildings and other things, and new ideas to learn about. Second, I might purchase new products or find new vendors. Third, it's the camaraderie of visiting with people.

**What information or product do you hope to take home to improve your dairy?** The Expo Seminars have been covering raising replacement heifers and crossbreeding dairy and beef. I was also interested in the one on niche marketing, or value-added businesses.

**What is your favorite memory from World Dairy Expo?** There was a year where I ran into some people I knew in college at the University of Minnesota but had not seen in a really long time. One had been an instructor and now worked for a company who was here.

**Tell us about your farm and dairy farming in your area.** I previously had a dairy and remodeled the farm to raise replacements for one dairy. I raise them from 300 to 1,400 pounds. There is a fair amount of dairy in our area.



## World Dairy Expo Breeder Profile

**T.J. Wingert**  
Wingert Farms  
Kent, Illinois  
Pavilion 2, Aisle 21 North

**Tell us about your dairy farm and the industry in your area.** We farm about 200 acres and raise about 40 head of heifers and dry cows. Our milking cows are housed elsewhere. We take care of show heifers and try to find the best genetics possible to work with. In our area, there are still a few smaller farms, but the trend is going towards bigger dairies.

**Describe your involvement in the Ayrshire breed.** Jazmin and I got involved with Ayrshires because that is what our father grew up with. I have been exhibiting here pretty much my whole life. We started out towards the bottom and keep working hard to work our way up and continue improving the genetics in our herd.

**How does the Ayrshire breed fit in with your farm goals?** The breed has progressed so much, and we have done our background work on them, in terms of what works well for us and tailored our program around them.

**In what way has the breed standard changed the most since you first began working with this breed?** The market has improved tremendously for Ayrshires; there is a demand for them now. The breed used to be bigger-boned and thicker, but now they are much more dairy and feminine.



The Wingert family of Wingert Farms wants to develop more markets for their Ayrshire genetics. Picture (from left) are Jazmin Wingert, Eva Gilmore, Joy Gilmore, Amy Kotlarczyk, Avery Kotlarczyk and T.J. Wingert.

**Tell us about your show string at World Dairy Expo. What are you most excited for with this group of cattle?** We have seven Ayrshires in our string. We are most excited about a Winter Calf we own with Steve McDonald, that we purchased in the Quest For the Franchise Kind sale earlier this year; a Fall Calf from Des Plaines; a Summer Yearling that we own with John

Cannon and Steve McDonald; and a Four-Year-Old that we own with Ridale Genetics.

**Who is your favorite animal in the string or at home?** My favorite animal is the Summer Yearling; she is a daughter of De la Plaine Remington Wing. She is the whole package; high type with a big pedigree.

**What plans do you have for the future of your farm?** We want to continue to market more Ayrshire genetics. We are done showing in the junior shows, so we would like to help others have the experiences we have had, by offering our best genetics.



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# Outstanding Booth Awards presented by Econoprint



JENNIFER COYNE/DAIRY STAR  
American Farm Bureau Insurance Services, Inc. representatives – (from left) Eric Swanson and Scott Cole – accept Friday's Small Outstanding Booth Award.



JENNIFER COYNE/DAIRY STAR  
Quality Liquid Feeds representatives – (from left) Sara Gabor, John Binversie and Curt Lahr – accept Friday's Large Outstanding Booth Award.



JENNIFER COYNE/DAIRY STAR  
Jetstream Genetics representative Roger Turner (left) accepts Friday's Intermediate Outstanding Booth Award from World Dairy Expo Trade Show Coordinator Mikayla DeBoer.



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## Herdsmanship Awards presented by Select Sires, Inc.



JENNIFER COYNE/DAIRY STAR

Kara-Kesh Holsteins – (front, from left) Agnes Griffin and Evelyn Griffin; (middle, from left) Ryan Griffin, Karen Griffin, Curtis Griffin, Ashley Swenson and Kelsey Petit; (back, from left) David Hanson, Phil Heydmann, Craig Betcher and Linda Hanson – is Expo's Overall Herdsmanship Award recipient.



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SHERRY NEWELL/DAIRY STAR

Crescentmead – (front, from left) Jon Powers, Landon Wendorf, Ava Vandepoll, Anneka Vandepoll, John Vandepoll V, Landon Wendorf and Mikayla Erf; (back, from left) John Vandepoll IV, Jil Vandepoll, Jimmy Jens, Brian Paulson, Todd Wendorf, Sarah Wendorf, Troy Wendorf and Grady Wendorf – is Friday's Herdsmanship Winner.



PHOTO SUBMITTED

RuAnn Genetics – (front, from left) Kylie Forster, Elizabete Neves, Christine Forster, Emily Evans and Javier Leal Chocoteco; (back, from left) Freddy Williams, Arturo Perez, Justin Burrus, Chad Dedert, Spud Paulson, Jose Ramirez, Roger Everett, Sutton Paulson, Alyssa Timoschuk and Joey Airoso – is Saturday's Herdsmanship Winner. Not pictured is Lauren Silveira.





JENNIFER COYNE/DAIRY STAR  
**Maple-Leigh Futures – (front, from left) Todd Searles, Sheila Sundborg, Kinley Topp, Maci McLean, Maddie Schmaling, Hadley Ross, Tiffany Haeft, Kylie Konyn and Korey Oeschle; (back from left) Logan Silveira, Kyle Vaandrager, Tanner Schmaling, Neal Laneville, Cole Mahlkuck, Brady Beals and Jordan Stookey – is Expo's P1 Zone 1 Herdsmanship Award recipient.**



JENNIFER COYNE/DAIRY STAR  
**Cherrywood Farm – The Achen Family – (from left) Nicholas, Cindy and Joseph – is Expo's P2 Zone 3 Herdsmanship Award recipient. Not pictured is Jack Achen.**



JENNIFER COYNE/DAIRY STAR  
**Elmvue Farm – (front, from left) Chandler Kurth, Tyler Lloyd, Tyler Walrath, Whitney Yerina, Debbie Frasier; (back, from left) Kyla Bouma, Seth Carpenter, Corey Popp, Jake Pamkowski, Brett Yerina, Lyndsay Yerina and Randy Frasier – is Expo's P1 Zone 2 Herdsmanship Award recipient.**



JENNIFER COYNE/DAIRY STAR  
**Dream Valley Jerseys – (from left) Kyle Acel, Heather Acel, Elizabeth Bosley and Michael Bosley – is Expo's P2 Zone 4 Herdsmanship Award recipient. Not pictured is Bob Nagel.**



JENNIFER COYNE/DAIRY STAR  
**Chupps Farm – (from left) Grant Itle, Cara Itle, Tyler Chupp and Justin Chupp – is Expo's P2 Zone 1 Herdsmanship Award recipient.**



JENNIFER COYNE/DAIRY STAR  
**Misty Meadows – (from left) Sherry Ealy, Quinn Dom, Beth Clark, Chris Reichard, Hayden Reichard, Renee Ealy and Morgan Knepp – is Expo's P2 Zone 5 Herdsmanship Award recipient.**



JENNIFER COYNE/DAIRY STAR  
**Ernie Kueffner and Terri Packard – (front, from left) Helen Leadingham, Terri Packard and Ernie Kueffner; (back, from left) Richard Kepler, Patti Kepler, Nate Oleniacz, Bryan Smith, Rodney Hetts, Jenna Lenhart and Andrew Lenhart – are Expo's P2 Zone 2 Herdsmanship Award recipient.**



JENNIFER COYNE/DAIRY STAR  
**Shocking Genetics – Katie Schultz and Jeffrey McKissick – (from left) Lynsey Bricker, Carli Binckley, Katie Schultz, Brian Reichard, Kyle Kucas and Jeff McKissick – is Expo's Tent Herdsmanship Award recipient. Not pictured is Brenda McKissick.**



# AMAFERM<sup>®</sup>

## FOR YOUR COWS



The image shows a dairy barn with several cows. In the foreground, there are two large orange buckets and one blue bucket, all labeled 'VitaCharge'. Next to them are two white jugs, also labeled 'VitaCharge'. A BioZyme logo is visible on a white container. The background shows cows in stalls.

# VitaCharge<sup>®</sup>

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- Ryan Horsens, Horsens Homestead Farms  
Cecil, Wisconsin



Lely Astronaut A5 robotic milking system

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