



# EXPO DAILY EDITION

Monday, Oct. 2, 2023

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## FLAVORS OF THE DAY

### Grilled Cheese

Buholzer Brother Muenster made by Klondike, Monroe, Wis. UW-Madison Cheese Stand next to the Arena Building

## 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.



#WDE23



56<sup>th</sup>

# A sweet day for Sweet Pea



PHOTO COURTESY OF COWSMOPOLITAN

Lin-Max Beemer Sweet Pea is named the Senior and Grand Champion of the International Junior Holstein Show after winning the Five-Year-Old Class. Sweet Pea is owned by Sophie Leach. Dappleview Tatoo Ella, the winner of the Junior Three-Year-Old Class, is named the Intermediate and Reserve Grand Champion. Ella is owned by Tristen Hans Ostrom. Ms T-Triple-T Grateful-ET, the winning Four-Year-Old, is named the Honorable Mention Grand Champion. Grateful is owned by Colton Thomas.

## Kansas cow tops International Junior Holstein Show

BY DANIELLE NAUMAN  
Staff Writer

MADISON, Wis. — Lin-Max Beemer Sweet Pea, the top-placing Five-Year-Old cow, was selected by Judge Callum McKinven as his Senior and Grand Champion

cow of the International Junior Holstein Show Oct. 1 in Madison.

Sweet Pea is exhibited by Sophie Leach of Linwood, Kansas. McKinven went on to name his Intermediate Champion, Dappleview Tatoo Ella exhibited by Tristen Hans Ostrom of Kaukauna, as his Reserve Grand Champion cow. Ella was the winning Junior Three-Year-Old cow. Honorable Mention Grand Champion honors went

to the Reserve Senior Champion, Ms T-Triple T Grateful-ET. Grateful was the winning Four-Year-Old exhibited by Colton Thomas of North Lewisburg, Ohio.

Following Sweet Pea and Grateful as the Honorable Mention Senior Champion was the top-placing Aged Cow, Tusc-Vu Avalanche Cali-ET, exhibited by Isaac Folts of North Collins, New York.

Reserve Intermediate Champion honors went to the

winning Senior Three-Year-Old, Ms GW Atwood Desire exhibited by Isabella Pires of Modesto, California. Earning a handshake as Honorable Mention was the second-place Junior Three-Year-Old, Vriesdale Othello Bianca exhibited by Carter Kruse and Carson Rauwen of Dyersville, Iowa.

For the second year, the Champion Bred and Owned

Turn to JR. HOLSTEIN

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# Generations of dairymen

## Voegeli continues family involvement with WDE

BY ALEX MIDDENDORF  
Staff Writer

MONTICELLO, Wis. — World Dairy Expo has been a part of Bryan Voegeli's life for as far back as he can remember.

"I still remember the first ever World Dairy Expo," said Voegeli, of Monticello. "The Coliseum wasn't fully built yet, and we showed our cattle in a small arena building."

The first WDE was just the beginning of generational involvement for the Voegeli family. Voegeli's father, Howard, was one of the four gentlemen credited with taking the lead on the implementation of WDE in 1967, Voegeli said. Howard, along with Alan Hetts, Norm Magnussen and Gene Nelson, devised the plan to implement WDE after



ABBY WIEDMEYER/DAIRY STAR

The Voegeli family — Hilary Voegeli (front, from left) holding Vera Voegeli, Carrie Xander and Brienna Voegeli holding Nolan Bohl; (back, from left) Chris Voegeli, Bryan Voegeli and David Bohl — take a break Oct. 1 by their string of Brown Swiss cattle at World Dairy Expo in Madison, Wisconsin.

hearing of the closing of the dairy show in Waterloo.

"These were all show-oriented people," Voegeli said. "They wanted to make sure that cattle exhibitors around the country had a place to go, and that was going to be in

Madison."

Voegeli is now following in his father's footsteps by dedicating countless hours of his time to various committees of WDE.

"I've been lucky enough over the years to be able to

serve World Dairy Expo in multiple different capacities," Voegeli said. "It started out when the Brown Swiss Association elected me to serve in the capacity of representing the USA Brown Swiss Association on the Dairy Cattle Exhibitor Committee."

From there, Voegeli's involvement only grew. He has now served on both the World Dairy Expo Board of Directors and World Dairy Expo Executive Committee. He has also been a member of the Dairy Cattle Exhibitor Committee as the vice chair.

"I really want to thank the people for giving me the opportunity to serve on all of these committees," Voegeli said. "My father taught us to serve, and this gives me an avenue to repay that service back to World Dairy Expo."

Voegeli said he enjoys serving the people of WDE, and he continues to do it because of his love for the event.

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# TODAY IN THE TANBARK

## DAIRY STAR

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 522 Sinclair Lewis Ave.  
 Sauk Centre, MN 56378  
 Phone: 320-352-6303  
 Fax: 320-352-5647

Published by Star Publications LLC  
 General Manager/Editor

Mark Klaphake - mark.k@dairystar.com  
 320-352-6303 (office)  
 320-248-3196 (cell)  
 320-352-0062 (home)

Ad Composition - 320-352-6303  
 Nancy Powell • nancy.p@dairystar.com  
 Karen Knobloch • karen.k@star-pub.com  
 Annika Gunderson • annika@star-pub.com

**Editorial Staff**

Jan Lefebvre - Assistant Editor  
 320-290-5980 • jan.l@star-pub.com  
 Maria Bichler - Assistant Editor  
 320-352-6303 • maria.b@dairystar.com  
 Stacey Smart - Assistant Editor  
 262-442-6666 • stacey.s@dairystar.com  
 Danielle Nauman - Staff Writer  
 608-487-1101 • danielle.n@dairystar.com  
 Abby Wiedmeyer - Staff Writer  
 608-487-4812 • abby.w@dairystar.com  
 Tiffany Klaphake - Staff Writer  
 320-352-6303 • tiffany.k@dairystar.com  
 Amy Kylo - Staff Writer  
 amy.k@star-pub.com

**Consultant**

Jerry Jennissen 320-346-2292

**Advertising Sales**

Main Office: 320-352-6303  
 Fax: 320-352-5647

Deadline is 5 p.m. of the Friday  
 the week before publication

Sales Manager - Joyce Frericks  
 320-352-6303 • joyce@dairystar.com

Mark Klaphake  
 (Western MN)

320-352-6303 (office)  
 320-248-3196 (cell)

Laura Seljan

(National Advertising, SE MN)  
 507-250-2217 • fax: 507-634-4413

laura.s@dairystar.com

Jerry Nelson

(SW MN, NW Iowa, South Dakota)  
 605-690-6260 • jerry.n@dairystar.com

Mike Schafer

(Central, South Central MN)

320-894-7825 • mike.s@dairystar.com

Amanda Hoefler

(Eastern Iowa, Southwest Wisconsin)  
 320-250-2884 • amanda.h@dairystar.com

Megan Stuessel

(Western Wisconsin)  
 608-387-1202 • megan.s@dairystar.com

Kati Kindschuh

(Northeast WI and Upper MI)  
 920-979-5284 • kati.k@dairystar.com

Julia Mullenbach

(Southeast MN and Northeast IA)  
 507-438-7739 • julia.m@star-pub.com

Bob Leukam

(Northern MN, East Central MN)  
 320-260-1248 (cell)  
 bob.l@star-pub.com

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**

Monday - Friday

**11 A.M. - CLOSE**

**Bar**

Monday - Friday

**HAPPY HOUR**

**4 P.M. - 6 P.M.**

**Tuesday - Thursday**

Join fellow attendees and exhibitors in The Tanbark for Happy Hour.

Happy Hour includes light refreshments, live music and complimentary beer, while supplies last, made possible by the following sponsors:

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**Thursday:** Supervisor Systems

## WDE Dairy Show & Sale Schedule

The breed shows and sales at World Dairy Expo are held in the Coliseum. Sale locations are noted below. For a complete schedule, download the WDE mobile event app or visit worlddairyexpo.com.

### Sunday, October 1

**12:30 p.m.** International Junior Holstein Show

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

(Sale Pavilion)

### Monday, October 2

**7 a.m.** International Jersey Show - Heifers

**Noon** International Guernsey Show

**2 p.m.** International Ayrshire Show - Heifers

### Tuesday, October 3

**7 a.m.** International Jersey Show

- Cows/Groups

**9 a.m.** International Ayrshire Show

- Cows/Groups

**3 p.m.** International Brown Swiss Show

- Heifers

**5:30 p.m.** Top of the World Jersey Sale

(The Tanbark)

### Wednesday, October 4

**7 a.m.** International Brown Swiss Show

- Cows/Groups

**7 a.m.** International Milking Shorthorn Show

- Heifers

**2 p.m.** International Red & White Show

- Heifers

**3 p.m.** World Premier Brown Swiss Sale

(Sale Pavilion)

### Thursday, October 5

**7 a.m.** International Red & White Show

- Cows/Groups

**8 a.m.** International Milking Shorthorn Show

- Cows/Groups

**1:30 p.m.** International Holstein Show - Heifers

**6 p.m.** World Classic 2023

(The Tanbark)

### Friday, October 6

**7:30 a.m.** International Holstein Show

- Cows/Groups

**4 p.m.** Parade of Champions & Selection of

Supreme Champions

\*Schedule subject to change.


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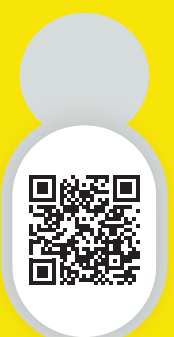
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For him, Expo is more than a cattle show.

“Expo is a little bit like an extended family,” Voegeli said. “You see friends that maybe you only see once a year, people you went to college with and even people from other countries. They may not speak the same language or have the same skin color as me, but we all have the same passion, and that is what brings us together.”

The Voegeli family has also been exhibiting animals since the very beginning of WDE.

“Even back when Howard was helping format the existence of World Dairy Expo, we were involved in the show,” Voegeli said. “It is actually a yearlong goal for the family to show at World Dairy Expo.”

This family tradition for the Voegelis is unique in that they have had five generations of the family in the WDE Showring and have exhibited animals every year since the inception of WDE.

“I showed with my grandfather, my dad, my brother, my kids — and now I get to show with my grandkids,” Voegeli said. “Getting to share this experience with five different generations is truly special.”

While the family has reached five generations in the Showring, their involvement with dairy farming stretches back yet another generation. The Voegelis’ dairy farm is currently a sixth-generation dairy with the seventh generation right around the corner.

“Our goal is to be sustainable and have cattle here as long as we can,” Voegeli said. “We are trying to position ourselves to look ahead and keep the farm viable for the next generations.”

The dairy was established by the Voegeli family in 1854 when they pur-

chased the home farm of 320 acres. Since then, they have grown the farm to include over 1,000 acres. In 1895, the family switched from Holsteins to Brown Swiss and has continued with that breed ever since.

“Our goal is to keep the Brown Swiss cattle here because they seem to be the breed that we’re involved with and we like,” Voegeli said.

Just last year, the farm made the switch from a milking parlor to a robotic milking system when they purchased two Lely Astronaut A5 robots. During this time, they also downsized their milking herd from 230 cows to 140.

“It has been quite a journey to do that switch,” Voegeli said. “It has been an interesting learning curve for all of us.”

Voegeli’s son, Christopher, is taking over the operation of the milking herd. Voegeli’s brother, Jimmy, is also involved in the farm. Jimmy and Voegeli’s daughter, Briana, are also active with showing.

“It is a family operation,” Voegeli said. “We are all working together to make opportunities for the family to continue to farm with cattle.”

As the farm continues to evolve, Voegeli and his family continue to look to the future.

“It’s hard to know where the future’s going,” Voegeli said. “We are trying to look as far ahead as we can, but dairy farming is an ever-changing business. The only thing that’s ever constant is change.”


Voegeli and his family will continue to grow their involvement with the farm and WDE for years to come.

“The biggest reward for me with World Dairy Expo is that this is a family event,” Voegeli said. “The blood, sweat and tears that we put into it is truly worth it in the end.”

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Cow of the Show was Forward Blossum-ET, bred and exhibited by Emma, Sara, Wyatt and Claire Dorshorst of Marshfield. Blossum was the fourth-place Aged Cow.

When the heifer classes wrapped up, Farnear Adios 3415-ET, the top-placing Winter Calf owned by Ana, Carson and Colin Rauen of Dyersville, Iowa, was named the show's Junior Champion. She was followed by the winning Summer Yearling, Ladys Lambda Loveless-ET, taking home Reserve Junior Champion honors for owners Chandler and Calvin Bening of Lomira. The Honorable Mention Junior Champion was Weigland Denver Athena, the top-placing Spring Yearling exhibited by E., A. and C. Bindl and A. and M. Noble of Plymouth.

The Junior Champion Bred and Owned Heifer of the show was Ryan-Vu Crushtim Starstruck exhibited by Dylan and Cameron Ryan of Fond du Lac. Starstruck was the third-place Winter Calf.

McKinven, of Canton de Hat-

ley, Quebec, and his associate judge Matt Mitchell of Speedwell, Tennessee, were charged with placing 274 head of junior-owned Holsteins in the International Junior Holstein Show. Complete show results are available at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Sophie Leach of Linwood, Kansas**  
Lin-Max Beemer Sweet Pea

**Tell us about yourself.** I am 19 years old and a fifth-generation farmer on my family's farm, Lin-Crest Farm in Linwood, Kansas, with my parents Rob and Lisa and my sisters, Taylor and Erin. I am a sophomore at Kaskaskia College and was on their judging team earlier today. I placed second in the National Post-Secondary Dairy Cattle Judging Contest.

**Tell us about your animal.** Sweet Pea is bred and owned by a partnership between my parents and the Maxey family from Colorado. She is scored EX-94. Every calving but one she has

had twins, so we only have one fertile daughter out of her, who is due later this fall. One interesting thing about Sweet Pea is after the tornado that hit our farm in 2019, she spent about two years living at the Maxeys' farm in their commercial herd. She came back to our farm about two years ago, and shortly after that, she was named Intermediate Champion at the North American International Livestock Exposition as a Senior Three-Year-Old.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** My first thought was, "Oh, my gosh!" It has been such a long day, starting with the judging contest at 7 a.m. to being in the ring at almost 9 p.m. It has been surreal. I haven't fully processed what all has happened today.

**How did you get involved in dairy cattle showing?** My parents always enjoyed showing, and they gave each of us girls the opportunity to choose if it was something we wanted to take

part in. The first time I showed it was in the pee wee class at our local county fair, when I was 5 or 6 years old. All three of us fell in love with it, and we have all grown up doing it. It has become my life.

**Who has been a mentor for your showing career? What has been the best advice they have given you?** My parents have been my greatest mentors. I respect them because they truly love what they do. They seldom complain about things, and they still love each other at the end of the day. They have set a great example for me and my sisters for relationships going forward.

**What is your favorite memory of showing dairy cattle?** Other than today, it would be when our cow, Ho-Crawf Andreas Joplin, was named Supreme Champion of the Junior Show at NAILE. That was a special moment for all of us. It was like a comeback story for us. It gave us a lot of motivation going forward.

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# CREATING THE DYNASTY

## Why is WDE so important to your family?



**Josh Karn**  
Karnview Farms  
Woodstock, Ontario, Canada

**What was your most memorable World Dairy Expo?** 2022 was definitely our most memorable World Dairy Expo having won junior best three females and breeding a class winner with Karnview Haniko Juliet. We focus on having homebred strings, so winning junior best three females was a very proud and exciting moment for us.

**Why is WDE so important to your family?** We feel WDE is important to us to showcase and market our Canadian genetics. We have always put an emphasis on trying to exhibit homebred strings, so it's nice to be able to market from our current cow families. Also, WDE is great place to make new connections and friendships with other breeders and exhibitors.

**What has been the most significant change at Expo?** Not sure, but we look forward to seeing what Expo and the dairy industry around the world has to offer each year.

**How long does it take for you to travel to WDE and what do you do to prepare your animals once you get here?** For us coming from Woodstock, Ontario, it is about 9-10 hours. Generally, we make one stop along the way once we are across the border. Generally, we just have heifers so the travel is a little easier on them. Our biggest thing we find is to have good hay right away when you get here. It makes a big difference and helps the heifers get settled in. A couple must-have items for us coming to a show like this is good feed, hay and fans. Fans are really important. Good air movement always helps them settle in and get adjusted right away. We also have a good team here when the cattle arrive. Having everything set up for when the cattle arrive is important. We have been very fortunate to have a great team the last few years.



**Scott Rocha**  
Pacific Edge Jerseys  
Tillamook, Oregon

**What was your most memorable World Dairy Expo?** Last year was the most memorable so far. We took home Premier Breeder of the Jersey show along with several other high merits. The Premier Breeder award holds a special place in our hearts. We sponsor the banner at our local county fair in memory of our founder and grandfather, David Rocha. Winning that award on a national level meant a lot to our family and all that he helped us build.

**Why is WDE so important to your family?** Expo has become for us the most influential event to showcase our breeding program and all the work we put into it to fellow exhibitors and industry spectators. We love all the incredible competition, and more importantly, we have fun as a family showing our cattle.

**What has been the most significant change at Expo?** Over the years, we have really leaned into the promotion of our genetics and the maintenance of our show cattle programs. We've built some new facilities to help manage our programs better and hope to continue to grow and expand what we do. We're always looking to grow and learn what we can perfect and perfect what we have learned. The quality of cattle at Expo gets better and better year after year. It is really an exciting industry to be in currently.

**How long does it take for you to travel to WDE and what do you do to prepare your animals once you get here?** I feel like getting the cows and crew ready for Expo takes all year. The trip usually takes around 40 hours to complete from our farm on the Oregon coast. We milk, bed and feed on the road every 12 hours. The road crew usually consists of three, driving straight through the night; this year it was Joe, Grant and Brent on the long haul. The semi and cattle pot are fully loaded with all the hay we need for the week and water for the trip. Keeping the girls as comfortable as possible is the main goal on the road. They have constant access to water and feed and are always lying in clean, thick bedding. It is essential for our cows to get to Wisconsin a few days early and give the cows a rest since Jerseys are one of the first breeds to show. Krull Farms in Lake Mills, Wisconsin, has become an essential weigh point on the long trip. We cannot thank the Krull-Tolzman crew enough for opening their farm to our girls.



**Darice and Roger Riebe**  
Meadow Ridge Jerseys  
Cumberland, Wisconsin

**What was your most memorable World Dairy Expo?** The most memorable years for us have been years our kids and grandkids have done well and won at World Dairy Expo.

**Why is WDE so important to your family?** World Dairy Expo is important to our family because we have many great memories being in the barns and in the Showring with our many dairy friends and family, year

after year. We have enjoyed watching our grandkids grow up enjoying Expo as well.

**What has been the most significant change at Expo?** The building of the new barns to house the cattle was a huge change for Expo.

**How long does it take for you to travel to WDE, and what do you do to prepare your animals once you get here?** It takes us about four hours to travel to Expo. We usually make one pit stop for fuel, snacks and to check the cattle to make sure they are riding well. When we arrive on grounds, we get them watered and fed hay before we feed grain, which is usually about two hours later.



**Tyler (from left), Colt and Luke Buckley**  
Buckmeadow Farms  
Lawrenceburg, Kentucky

**What was your most memorable World Dairy Expo?** My most memorable WDE would be last year. That was the first year both of our boys, Colt and Luke, came up the entire week and showed in the junior and open shows. They had an incredible week, coming away with their first-ever first place in the Junior Holstein Show along with a third and fifth placing. In the open Holstein show, Colt's junior yearling was second. Seeing them in the Showring was what made it so memorable.

**Why is WDE so important to your family?** WDE is important to our family as it is where the finest dairy cattle and exhibitors in North America come together to compete. To have an animal that can compete at that level is something special, and it is a true honor to show here. The animals at this show receive top-notch care throughout the year. To be able to see the work put in at home being exhibited on the color shavings is a huge accomplishment. But it's not just the cattle. You get to visit with some of the finest cow people while you are here too, and there's just no better place to be.

**What has been the most significant change at Expo?** Definitely the barns. The addition of the new barns has been a huge plus, and the app makes it so easy to find where everyone is tied.

**How long does it take for you to travel to WDE and what do you do to prepare your animals once you get here?** Our farm is located in Lawrenceburg, Kentucky, and it usually takes around eight hours to make the trip to Madison. Luckily, we are close enough that we can make the drive straight through. The girls are usually used to the routine with the fairs throughout summer, but we always make sure to have plenty of hay options on hand so that they get settled in quick after arrival.



**Case Kasbergen**  
Rancho Teresita Dairy  
Tulare, California

**What was your most memorable World Dairy Expo?** That would have to be 2017 when we won our first class ever at WDE. It was the Jersey milking yearling class.

**Why is WDE so important to your family?** It's a family hobby. I enjoy getting to meet people from across the country and around the world as well as to market genetics, both on the show side and on the genomics side.

**What has been the most significant change at Expo?** For me, it will be having the whole Showring for the Jersey animals instead of just a section of it. Having more space means a lot.

**How long does it take for you to travel to WDE and what do you do to prepare your animals once you get here?** For us, it is over 2,000 miles and takes almost 55 hours to get to Madison. We stop every 12 hours religiously to milk and tend to the animals. We take two trucks, one for the animals and one for feed, bedding and tack. The most important part of our journey is making sure the girls are comfortable and taken care of. Our crew takes a 12-hour break in Cheyenne, Wyoming, to let everyone take a break, get out and walk around and get a good night's sleep. One key for us in getting our animals ready once we get there is getting there three or four days before move-in day. It helps the animals get their feet back under them and acclimated to the space.

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# EXPO MILESTONES

**Bradley Rugg**

## A colorful innovator

### Rugg reflects on time serving as WDE General Manager

BY ALEX MIDDENDORF  
Staff Writer

From 1980 to 1987, Bradley Rugg could be found serving as the Executive Vice President of World Dairy Expo in Madison, Wisconsin. Now known as the General Manager, the position came with numerous responsibilities, accomplishments and fond memories for Rugg.

One of the most commonly talked about aspects of Expo are the colored shavings in the Showring. The idea and implementation of these shavings can be attributed to Rugg.

Rugg wanted to improve the Dairy Cattle Show to the best of his abilities and position it to continue to grow.

“At my first Expo, the arena had a dirt floor,” Rugg said. “I knew that for this to be a national show, we could improve that.”

In the following years, Rugg began making improvements. He began with

split-rail fencing and decorative mums and followed with the colored shavings and brass railings.

“Decorating the Showring was pretty much unheard of at the time,” Rugg said. “We received all kinds of positive reviews. The colored shavings were an instant hit and an instant success.”

Although the dairy industry and WDE are constantly evolving, the changes Rugg made during his time of service are still in implementation today.

“When I go back to World Dairy Expo, I see the brass railings in use that I implemented, even this many years later,” Rugg said. “Dairy has changed, and hopefully, Expo will be able to keep up with that level of change for many years to come.”

Rugg said that one aspect of Expo he appreciates is that it is a show that truly offers something for everyone.

“Whether you have 40 cows, 200 cows or even more, there is something for

you at that show,” Rugg said. “That’s something that makes Expo stand out.”

Rugg’s journey to WDE began with his passion for dairy and agriculture. This passion was formed early in Rugg’s life when he attended the University of Minnesota. There, he was a member of the dairy team, general livestock judging team and the meats team.

“Dairy was always my forte,” Rugg said. “Throughout my entire program, I knew that dairy was what I wanted to do.”

After graduation, Rugg worked a series of jobs in the agriculture and dairy industries before landing himself at WDE. While executing Expo, Rugg faced various challenges.

“One of the challenges we ran into was that in the olden days, there were several barns, some further from the Showring than others,” Rugg said. “Somebody had to be in the back barns. Trying to make sure that the back barn wasn’t the worst place to be was a bit of a challenge.”

Although having faced his difficulties, Rugg’s time at WDE is also filled with



PHOTO SUBMITTED

Bradley Rugg served as the Executive Vice President of World Dairy Expo from 1980 to 1987. During these years, Rugg was instrumental in the implementation of the well-known colored shavings.

fond memories.

“I was blessed to have a really solid board of directors to work with who were able to support the visions I had,” Rugg said. “Working with them to accomplish all we

did are some of my favorite memories from that time.”

Now retired, Rugg is involved with UMN Extension, volunteers in the agriculture industry and continues to visit WDE.

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# Learning by doing is key to success

## Quebec fitter wins Youth Fitting Contest

BY DANIELLE NAUMAN  
Staff Writer

**MADISON, Wis.** — Forty-five enterprising young dairy cattle fitters descended on the Sale Pavilion Sept. 30 with hopes of laying claim to the title of the first winner of the Michael Heath Overall Youth Fitting Award at the World Dairy Expo Youth Fitting Contest in Madison.

Doug Nifong, of Orfordville, was tasked with placing the large senior division contest, while Kaleb Kruse, of Dyersville, Iowa, placed the intermediate division.

“I was blown away by the quality of the young fitters that I saw today,” Nifong said. “It was amazing to see how capable these young people are, handling a set of clippers and achieving such great end results.”

Nifong, who now operates a dairy farm and boarding facility and works as a hoof trimmer, spent many years working as a professional fitter and as a herdsman for farms around the U.S. and Canada.

Youth entered in the contest are charged with the task of preparing an animal to be showring-ready in the time span of one hour. Only heads and legs may be clipped prior to the contest.

When the clippers fell silent,



Savannah Crack (center) is named the first recipient of the Michael Heath Overall Youth Fitting Award Sept. 30 at World Dairy Expo in Madison, Wisconsin. Pictured are judge Doug Nifong (from left), award sponsors Jenny and Nathan Thomas, award sponsor Katie Shultz, Crack, award sponsor Kelly Barbee and judge Kaleb Kruse.

21-year-old Savannah Crack, of Richmond, Quebec, rose to the top for Nifong and Kruse, earning the honors of overall fitter after topping the Senior Female Division.

Hayden Reichard, 21, of Chambersburg, Pennsylvania, won the Senior Male Division; Kayla Trustem, 15, of Evansville, took home top honors in the Intermediate Female Division while Tyler Leuch, 16, of Waunakee, was se-

lected as the winner of the Intermediate Male Division.

“Perfection,” Nifong said to Crack as he shook her hand, naming her as the winner of the Senior Female Division.

Crack works on her family’s 60-cow dairy farm as a herdsman. No stranger to Expo competition, this was the first year that Crack tried her hand in the fitting contest.

“In Canadian 4-H, it is a big thing

to learn by doing,” Crack said. “My dad really embraced and reinforced that. He started teaching me very early to clip and prepare my own animals.”

That involvement has brought Crack an increased level of satisfaction throughout her years of exhibiting cattle.

Turn to **YOUTH FITTING**  
| Page 9

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# World Dairy Expo

# BREEDER PROFILE

**Beth Clark and Chris Reichard**  
Misty Meadows  
New Paris, Pennsylvania

**Tell us about your farm.** Misty Meadows was established by Beth's grandparents in the 1940s, with registered Guernseys. The enterprise skipped a generation and is now owned by Beth and Chris. Calves, heifers and dry cows are housed at the farm, and cows are calved in at Misty Meadows and stay until they are clicking along well, then are milked at Snider Homestead at New Enterprise 12 miles away. We have 35 head with 12 milking. We also have a herd of Angus.

**Describe your string at World Dairy Expo this year.** We have nine of our own here and three tie-ins, including two of Beth's nephew's animals.

**How is showing at WDE beneficial to you and your dairy?** It really is about marketing. It supports our consignment and private treaty sales.

**What has been a highlight for your farm at WDE?** We were fortunate to have the Grand Champion Guernsey a decade ago; that's pretty hard to top. That year, a pair of sisters were the intermediate champion and reserve; they were flush mates, and we have daughters of both cows here this year. Last year, we were Premier Exhibitor of the heifer show. Also, Chris was the Klussendorf-MacKenzie Award winner in 2008.



SHERRY NEWELL/DAIRY STAR

Chris Reichard and Beth Clark take a break near their show string Oct. 1 at World Dairy Expo in Madison, Wisconsin. The two own Misty Meadows, of New Paris, Pennsylvania, which is home to 35 head with 12 milking.

**What is your breeding philosophy?** We don't milk, so we breed more for type. We want to build and deepen the pedigree and the cow family. We pay some attention to A2A2.

**What value does your herd bring to the Guernsey breed?** We consign to sales and have made private sales into Holstein herds.

**What are your goals for the future of your herd?** We really want to analyze each animal and look at things we want to improve.

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Continued from YOUTH FITTING | Page 7



DANIELLE NAUMAN/DAIRY STAR

Hayden Reichard (center) is the winner of the senior male division Sept. 30 at the Youth Fitting Contest at World Dairy Expo in Madison, Wisconsin. Pictured are Cadin Valentine (from left), Sutton Paulson, Reichard, WDE Board of Directors President Bill Hageman Jr. and judge Doug Nifong. Not pictured are Preston Welling and Keaton Phoenix.

"I enjoy it," Crack said. "It feels good when you can make your animal look their absolute best."

The pride Crack takes in presenting her animals the best she can is something she will take with her beyond her 4-H years.

"I have worked hard so that now that I'm nearly done with 4-H, I am ready to move on and compete with the big boys," Crack said, with a smile.

Reichard also began his fitting journey young and now travels part time as a fitter in addition to his involvement on his family's 90-cow dairy farm.

"We were raised to be hard-working and do the work ourselves, so I had to learn," Reichard said. "I just started clipping for other people about two years ago."

The biggest challenge Reichard finds in fitting is becoming well-versed in working with the breeds and the different types of hair.

"Fitting your animals makes you appreciate the end product and the whole process more," Reichard said.

Also competing for the first time, Trustem said she began learning to fit about three years ago. She credits guidance from mentors like Matt Sloan and Nick Sarbacker for helping to hone her skills.

"I enjoy being with the animals," Trustem said. "I enjoy making them look the best they can."

Trustem said her greatest challenges come in working with topline hair.

"I have a hard time getting it blended as well as I want and keeping it the right length," Trustem said.

To keep working and never give up is the best advice Trustem said she has received as a fitter.

"If you keep working to improve the things that are difficult, you will eventually figure it out," Trustem said.

Another first-year contestant, Leuch said he started clipping in earnest a year and a half ago.

"My cousin introduced me to it, and I started helping him," Leuch said, crediting Trent Styczynski and Travis

Krohlow for being his mentors. "I have watched them clip probably hundreds of heifers. I learned by watching and then by just doing it."

Leuch said one area he needs to continue to improve on is blending belly hair.

"My struggles with belly hair was the reason I chose not to try the contest last year," Leuch said. "I knew this year was my last year as an intermediate so I decided to try."

All four of the top young fitters agreed that starting fitting can be daunting, but the best way to learn is to simply pick up a pair of clippers and start.

"You can't be afraid to just put blades down and start," Crack said. "Start with heifers you don't plan to show, and work on your technique and build your confidence before moving on to your show animal."

**Senior females**

1. Savannah Crack, Richmond, Que.
2. Cassie Gebert, Wawaka, Ind.
3. Adhyn Schell, Lewiston, Minn.
4. Ellie Larson, Evansville, Wis.
5. Aisja Achenbach, Eastman, Wis.

**Senior males**

1. Hayden Reichard, Chambersburg, Penn.
2. Preston Welling, Paynesville, Minn.
3. Sutton Paulson, Rockford, Ill.
4. Cadin Valentine, Thurmont, Md.
5. Keaton Phoenix, Uxbridge, Ont.

**Intermediate females**

1. Kayla Trustem, Evansville, Wis.
2. Hannah Gingerich, Shippensburg, Penn.
3. Lindsey Gibbs, Rollingstone, Minn.
4. Jazlynn Olson, Galesville, Wis.
5. Amelia Somers, Walton, N.Y.

**Intermediate males**

1. Tyler Leuch, Waunakee, Wis.
2. Carter Major, Lebanon, Tenn.
3. Matthew Winch, Fennimore, Wis.
4. Jayse Pudwill, Dakota, Ill.
5. Ethan Staudinger, Reedsville, Wis.



DANIELLE NAUMAN/DAIRY STAR

Savannah Crack (center) tops the Youth Fitting Contest Sept. 30 at World Dairy Expo in Madison, Wisconsin. Pictured are Aisja Achenbach (from left), Ellie Larson, Adhyn Schell, Cassie Gebert, Crack, WDE Board of Directors President Bill Hageman Jr. and judge Doug Nifong.



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# TODAY AT WORLD DAIRY EXPO



DANIELLE NAUMAN/DAIRY STAR  
Macie Noble prepares to enter her heat in the Intermediate Division of the Youth Showmanship Contest Sept. 30 in Madison, Wisconsin.



SHERRY NEWELL/DAIRY STAR  
Wyatt Clason, of Albany, Wisconsin, catches a Sunday afternoon nap in the last row of Pavilion 2.



DANIELLE NAUMAN/DAIRY STAR  
Wesley Winch applies adhesive to his heifer during the Youth Fitting Contest Sept. 30 in Madison, Wisconsin. Winch competed in the Senior Male Division.



SHERRY NEWELL/DAIRY STAR  
Competitors in the National Intercollegiate Dairy Cattle Judging Contest, International Post-Secondary Dairy Cattle Judging Contest and National 4-H Dairy Cattle Judging Contest evaluate a Guernsey class Oct. 1 at World Dairy Expo in Madison, Wisconsin.



SHERRY NEWELL/DAIRY STAR  
Peyton Rawe, of Tillamook, Oregon, looks over her notes as the classes change during the National Intercollegiate Dairy Cattle Judging Contest, International Post-Secondary Dairy Cattle Judging Contest and National 4-H Dairy Cattle Judging Contest Oct. 1 at World Dairy Expo in Madison, Wisconsin. Rawe and her teammates represented Oregon 4-H in the contest.

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# Fierce competition opens World Dairy Expo

## Winch named first Supreme Showman

BY DANIELLE NAUMAN  
Staff Writer

**MADISON, Wis.** — The opening day of dairy cattle competition at World Dairy Expo was fierce among the 345 young showman who participated in the Youth Showmanship Contest Sept. 30 in Madison.

This year's contest was enhanced by the addition of the Annette Ostrom Memorial Showmanship awards, which culminated with the selection of the first-ever Supreme Champion Showman.

The final handshake of the evening was given to Wesley Winch, 18, of Fenimore, as he was named the first-ever Supreme Champion of the long-standing contest, after winning the Senior Division. Following Winch as the Reserve Supreme Champion Showman was the winner of the Intermediate Division, Kennedy Zimmerman, 14, of Brodhead.

Placing second in the Senior Division behind Winch was Savannah Crack of Richmond, Quebec, while Logan Brass of Sheboygan Falls followed Zimmerman as the second-place Intermediate showman.

In the Junior Division, Chesney Speich rose to the top as the top Junior showman followed by Royce Booth in second.

Mandy Brazil-Schmidt, of Petaluma, California, placed the Senior Division. Terri Packard, of Boonsboro, Maryland, sorted the Intermediate Division. Jennifer Charlton, of Brantford, Ontario, worked through the Junior Division. The three worked together to select the eventual Supreme Champions.

Each of the class winners received \$1,500 cash awards from the Annette Ostrom Memorial, while the second-place showmen each received \$750 cash awards. For his efforts in winning the Supreme Showman Award, Winch was gifted with an additional \$3,500 while Zimmerman received an additional \$1,500.

"It really surprised me," Winch said. "Going into it, I never even expected to make it out of my heat. It was really nerve-wracking to try not to mess up and get bumped back down."

Winch said he is undecided about investing his windfall in schooling or in



**Wesley Winch and Kennedy Zimmerman are named the first-ever Supreme and Reserve Supreme Showmen of the World Dairy Expo Youth Showmanship Contest Sept. 30 in Madison, Wisconsin. Pictured are judges Jennifer Charlton (from left), Mandy Brazil-Schmidt and Terri Packard, Zimmerman, Winch, and award sponsors Jim Ostrom, Shelby Ostrom and Tristen Ostrom.**

DANIELLE NAUMAN/DAIRY STAR

purchasing another heifer during Expo. Winch credits his brother for encouraging him to begin showing, and he began to develop an affinity for Brown Swiss.

"I purchased my first Brown Swiss from Angie Hensen," Winch said. "She has helped me learn about fitting and showmanship and helped me pick out other animals I have bought."

As he has grown his small herd, Winch has developed a fondness for breeding and enjoys raising and seeing them become successful in the showing. Winch has an agreement with his parents, allowing him to keep his show heifers in exchange for helping on the farm, where he feeds calves, mixes feed and helps with making hay.

Zimmerman said a love of animals is how she became attracted to showing dairy cattle. Growing up on her family's dairy farm, she was exposed to caring for animals at a young age and began her showing career at the age of 8.

Long hours of practice are the foundation that Zimmerman's showmanship success are built on.

"I walk and wash my heifer every day, and I practice setting her up," Zimmerman said. "It takes a lot of work to get them to behave good in the showing."

Perseverance is something Zimmerman has learned through her showmanship career.

"You just need to keep practicing," Zimmerman said. "Even if you don't do well at one show, you can't give up. You

have to just keep trying."

Speich's showing story began when she was just 5 years old, showing her first calf.

"My whole family is involved in showing," Speich said. "It is a lot of fun and interesting. I get to spend time with friends and with my animals."

Speich begins working with her prospective show calves when they are young.

"We walk them when they are babies and then work with them more when they get older," Speich said. "We walk our calves all winter too."

Speich also offered the advice of practicing patience.

"If you don't do well at one show, you just need to work harder and try to do better at the next one," Speich said.

### Junior (ages 9-13):

1. Chesney Speich, Wisconsin
2. Royce Booth, Wisconsin
3. Livia Sandelier, Wisconsin
4. Benny Uhe, Wisconsin
5. Justin Brandel, Wisconsin
6. Kamryn Kasbergen, California
7. Kendall Thomas, Ohio
8. Grace Beckett, Ontario, Canada
9. Jacob Schimek, Minnesota
10. Ava Williams, Pennsylvania
11. Blake Hill, New York
12. Madison Harbaugh, Wisconsin
13. Ivy Hebgen, Wisconsin
14. Eli Arp, Ohio
15. Kate Kasbergen, California

### Intermediate (ages 14-16):

1. Kennedy Zimmerman, Wisconsin
2. Logan Brass, Wisconsin
3. Stella Schmocker, Wisconsin
4. Alaina Dinderman, Illinois
5. Lauryn Weisensel, Wisconsin
6. Matthew Winch, Wisconsin
7. Ava Hebgen, Wisconsin
8. Kennedy Kimball, Maine
9. Brittany Taylor, Wisconsin
10. Cameron Ryan, Wisconsin
11. Kiara Konyon, California
12. Carter Major, Tennessee
13. Ana Rauen, Iowa
14. Noelle Vos, Wisconsin
15. Tyler Leuch, Wisconsin

### Senior (ages 17-21):

1. Wesley Winch, Wisconsin
2. Savannah Crack, Quebec, Canada
3. Kylie Konyon, Wisconsin
4. Jon Chapman, California
5. Tessa Schmocker, Wisconsin
6. Kolton Crack, Quebec, Canada
7. Emma Paulson, Wisconsin
8. Sarah Hill, Vermont
9. Elizabeth Schieferstine, New York
10. Faith Lynn, Maryland
11. Cooper Puterbough, Ontario, Canada
12. Audrey Sidle, Ohio
13. McKenna Niemeier, Wisconsin
14. Lily Jenson, Wisconsin
15. Courtney Orser, Ontario, Canada

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# Forever remembering

## Ostrom sponsors showmanship awards in memory of late wife

BY ALEX MIDDENDORF  
Staff Writer

**DE PERE, Wis.** — Annette Ostrom was every youth showman's biggest fan. Bringing youth to the Showring was something that brought her more joy than just about anything else. Knowing this, her husband, Jim Ostrom, felt it was the right thing to do when he decided to sponsor the awards for the Youth Showmanship Contest at World Dairy Expo this year in Annette's memory.

"She just loved it," said Jim Ostrom, of De Pere. "She always impressed me because she was the kind of person who knew every kid in the Showring."

Annette did not grow up on a farm but had a deep understanding of the agricultural industry. Her father worked as a breeder, and she milked cows for farms near Sheboygan as she grew up. She participated in showmanship throughout high school and college.

"She loved dairy animals and the dairy industry," Ostrom said. "She was passionate about showing cattle and was fully committed to agriculture."

Figuring out animals and understanding what might be making them



DANIELLE NAUMAN/DAIRY STAR

**Tristen (from left) and Jim Ostrom take a moment at their display Oct. 1 at World Dairy Expo in Madison, Wisconsin. The Ostroms chose to honor their late mother and wife, Annette Ostrom, by establishing the Annette Ostrom Memorial Showmanship Awards for the Youth Fitting Contest.**

difficult to work with at times was one challenge of showmanship that Annette loved most, Ostrom said. If an animal was high-strung, she wanted to work with it and show it in the best way possible.

"She led several cows to grand championships," Ostrom said. "One

specifically, Musque Iatola Martha, was considered by many as one of the best Jerseys that ever lived."

When Ostrom had the opportunity to sponsor the awards in his late wife's honor, he could not pass it up.

"It is fitting to honor her and her legacy in the Showring," Ostrom said.

"It just fits her and her personality perfectly. I plan to keep sponsoring these awards forever and, for these moments, she will be remembered."

Like many involved in agriculture, Annette could not shake her love

Turn to **OSTROM** | Page 13

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Continued from OSTROM | Page 12

for the animals and the industry in general. In addition to being involved in the Showing, she was one of the founding members of Dairy Cares of Wisconsin, a non-profit organization that raises funds for Children's Wisconsin, an independent health care system for children.

"Annette was very passionate about this cause," Ostrom said. "Each year we host the Dairy Cares Garden Party, which is the annual fundraiser for the organization."

Just this year, the event raised \$440,000 for the hospital, bringing the total fundraising amount since starting the organization to roughly \$2.8 million.

Part of Ostrom's involvement with WDE was the decision to select a Supreme Champion Showman for the first time. Once the first and second place winners were named for each age division, they returned to the ring to compete for the Supreme Champion award. Upon entering the ring, their slate was wiped clean, and the second-place winners had the same opportunity to be Supreme Champion as the age division winners.

"What is really cool about this opportunity is that a person could be named Reserve Champion Showman but still have a chance at Supreme Champion," Ostrom said. "Showmanship is fleeting. At one moment, you're great, and next second, you're bad —

and this gives really solid show people an opportunity to compete against each other at the highest level."

Ostrom was able to contribute his input in the designing of the Supreme Champion selection and said that it is a valuable addition to the showmanship awards, and a crystal glass trophy will be awarded to the Supreme Champion. Ostrom said the trophy is of the caliber and quality to sit on somebody's shelf for the rest of their life.

Ostrom's involvement with WDE extends beyond the Showing to the Trade Show and exhibits, where he was involved back even in his college years.

"I often think about how everybody has a different Expo experience," Ostrom said. "There's judging contests, showmanship, the Trade Show and so many opportunities for truly unique Expo experiences for everyone."

Ostrom's experiences and memories moving forward will continue to include Annette, and he wants her legacy to be remembered in the place she loved to be: the Showing.

"She had a remarkable life in the ways she connected with people," Ostrom said. "She really was genuine and caring for people, even when nobody was looking. She will forever be remembered."



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# Judging contest results



SHERRY NEWELL/DAIRY STAR

Maggie Molitor, of Rockville, Minnesota, records notes in the National Intercollegiate Dairy Cattle Judging Contest Oct. 1 at World Dairy Expo in Madison, Wisconsin. Molitor was a member of the South Dakota State University team.

## National 4-H Dairy Cattle Judging Contest

### Overall Individual:

Natalie Clemenson, 712, Minnesota

### Overall Team:

Minnesota, 1,430, team members: Calvin Benrud, Natalie Clemenson, Evelyn Scheffler and Caryn Miklas, coached by Tony Scheffler, Maizie Scheffler and Emily Mollenhauer.

### Overall Reasons Individual:

Logan Harbaugh, 236, Wisconsin

### Overall Reasons Team:

Missouri, 689, coached by Karla Deaver and Ted Probert.

## International Post-Secondary Dairy Cattle Judging Contest

### Overall Individual:

Savannah Rice, 805, Kaskaskia College

### Overall Team:

Kaskaskia College, 2,343, team members: Sophie Leach, Savannah Rice, Gage Wendling and Gracen Hoffman coached by Aaron Heinzmann.

### Overall Reasons Individual:

Savannah Rice, 233, Kaskaskia College

### Overall Reasons Team:

Kaskaskia College, 670, team members: Sophie Leach, Savannah Rice, Gage Wendling and Gracen Hoffman coached by Aaron Heinzmann.

## National Intercollegiate Dairy Cattle Judging Contest

### Overall Individual:

Ben Styer, 871, University of Minnesota

### Overall Team:

University of Minnesota, 2,545, team members: Kelsey Biel, Isaac Rott, Ben Styer and Sarah Hagenow coached by Dr. Les Hansen, Eric Houdek and Gabriella Houdek.

### Overall Reasons Individual:

Ben Styer, 291, University of Minnesota

### Overall Reasons Team:

University of Minnesota, 847, team members: Kelsey Biel, Isaac Rott, Ben Styer and Sarah Hagenow coached by Dr. Les Hansen, Eric Houdek and Gabriella Houdek.

*Full judging contest results will be reported in tomorrow's paper.*



SHERRY NEWELL/DAIRY STAR

Contestants in Sunday's National Intercollegiate Dairy Cattle Judging Contest, International Post-Secondary Dairy Cattle Judging Contest and National 4-H Dairy Cattle Judging Contest enter their scores into computers midway through the competition.

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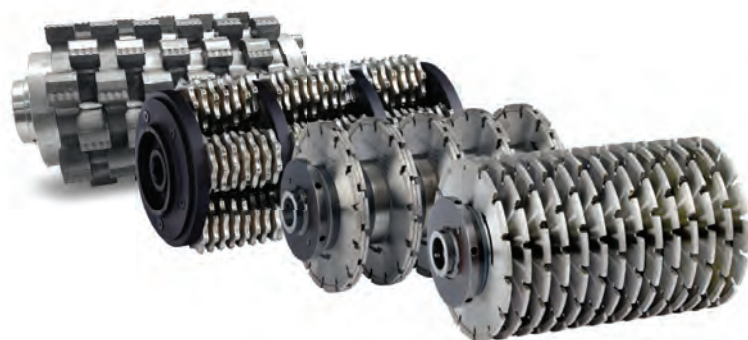
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