

DAIRY DIGEST

SOUTH DAKOTA STATE UNIVERSITY DAIRY CLUB

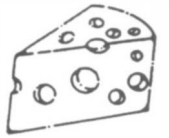
SEVENTEETH EDITOR

**Behold
The Power
Of The
Dairy Industry!**

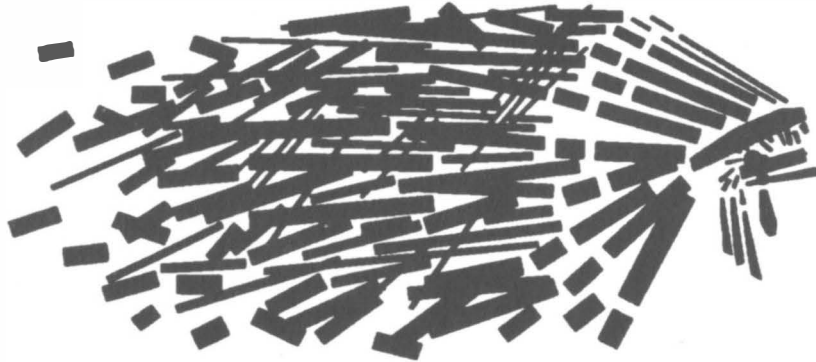
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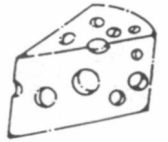
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1999 DAIRY DIGEST 17TH EDITION



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South Dakota State University Dairy Club



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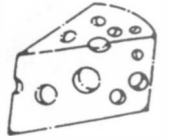


TABLE OF CONTENTS

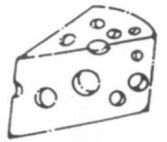
Feature Articles	
ADSA in Kansas.....	38
Check Off Dollars at Work.....	24
Dairy Products Judging Team.....	32
Internships.....	44
Club Members	11
Comments	
Dean Cholick's Comments.....	14
Department Highlights.....	12
Editor's Comments.....	3
Honorable Advisors.....	7
President's Comments.....	10
Dairy Digest Staff	3
Honors	
Dairy Digest Dedication.....	4
Dairy Princess of SD.....	41
Scholarships.....	31
Senior Spotlights.....	26
Activities	
Cheese Box Sales.....	34
Club Activities.....	20
Expo Trip.....	33
Hobo Days.....	23
Little International.....	17
NDSU Visitors.....	35
Scholarship Banquet.....	18
Picture Pages	
Candids.....	43,47
Club Picture.....	1
Executive Leaders.....	6
Faculty & Support Staff.....	13
Graduate Students.....	16
Seniors & Juniors.....	8
Sophomores & Freshmen.....	9
Title Page	1

ADVERTISERS INDEX

ABS Global, Inc.....	34
Alpha Gamma Rho.....	22
Al-Shar Reg.Holsteins.....	33
Associated Milk Producers, Inc.....	18
Ceres.....	36
College of Ag and Bio.....	15
Cooperative Resources Int'l.....	35
Crossroad Farms Dairy.....	19
Da-Co-Ton Holsteins.....	41
Dairy Ingredients.....	32
Davisco Foods Int'l, Inc.....	36
Del Dee Foods, Inc.....	14
DLM Jerseys.....	20
Ecolab, Inc.....	48
FarmHouse Fraternity.....	40
Fasco, Inc.....	40
Henning, Dr. David.....	7
Hiland Dairy Foods.....	20
Hills Stainless Steel.....	14
Hy-Vee Food Store.....	22
Kalmes Farms.....	40
Land O' Lakes, Inc.....	22
Leigh River Farms.....	10
Leuthold Dairy.....	20
Little International.....	17
Lucas Lentsch.....	34,
Marigold Foods.....	39
Pace Dairy Foods, Co.....	42
Pietz Dairy.....	47
Pires Dairy.....	27,42
Post-Lane Holsteins.....	23
Prairie Farms Dairy.....	40
Printing Center.....	Inside Front Cover
Qual Dairy.....	39
Rhodia.....	16
Roche.....	37
Saputo Cheese USA.....	36
Scherping Systems.....	Inside Back Cover
SDSU Dairy Bar.....	Back Cover
SDSU Dairy Plant.....	34
Seitz Dairy.....	29
Sharp's Dairy.....	39
Sire Power, Inc.....	42
Stoelting.....	42
Summit Farms.....	32
Valley Queen Cheese, Inc.....	5
Vander Kooi, Rachel.....	4



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DAIRY DIGEST STAFF

Editors

Rachel Vander Kooi
Advertising Coordinator

Cari Leuthold
Article Coordinator

Annette Seitz
Photograph Coordinator

Contributing Staff

Melissa Shumaker
Robyn Kranz
Melissa Post
Angela Jorgenson
Curt Alexander
Seena Larson
Jon Qual
Melissa Pinkert
Ann Harvey

EDITOR'S COMMENTS

We are very excited to present to all of you, the
1998-1999 Dairy Digest.

This year we worked as a group of three Editors, each taking responsibility of a different area of the digest. Putting together the Digest was a learning experience for the entire staff, we spent many hours planning, organizing, writing, typing, and editing.

Although we were working with a limited budget, we are very proud of the publication. There were a few cuts and changes, we hope you like them.

Displayed in the Digest are the various aspects and activities of the Dairy Science Department and the South Dakota State University Dairy Club. As Alumni, Employers, Advertisers, and future and current Students, we hope this helps you catch up on the latest happenings here at SDSU.

We would like to say a special thanks to: The Dairy Digest Staff, Dr. Henning for helping us put the Digest together, Dick Johnson at the Printing Center, and all of the advertisers, without the help of these persons the Digest would not be possible.

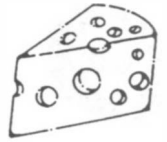
Hope you enjoy the Digest!!

Annette, Cari, and Rachel





Behold...



DIGEST DEDICATION

By: Rachel Vander Kooi

Because of his strong dedication to the Dairy Club, Dairy Digest, Dairy Department, and SDSU, we are dedicating this years Dairy Digest to Dr. David Henning.

After being raised on a dairy farm near Huntley, Illinois, Dave received his B.S. in Dairy Technology from the University of Illinois, and his Ph.D. in Microbiology from Oregon State University.

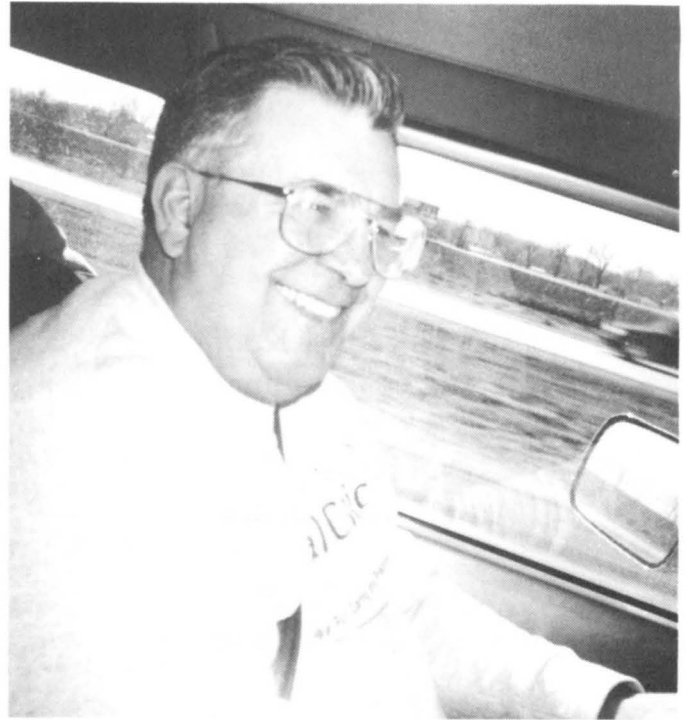
Since his education, Dr. Henning has served as: a Bacteriologist for the U.S. Army, a Director for Moseley Labs, and has held different positions for KRAFT, Inc. Finally, Dave joined us here at South Dakota State University in 1990 as an Associate Professor in the Dairy Science Department. In 1994, he was elected to the Alfred Chair in Cheese Chemistry and Technology.

Besides his research and teaching, Dr. Henning is an advisor for the Dairy Club and Dairy Digest as well as for Little International and Ceres Women's Fraternity.

We would like to thank Dr. Henning for all of his time that he has devoted to the Dairy Club, the long hours he spent helping us put together the Digest and his willingness to take the club on trips to ADSA-SAD.

Once again, THANK-YOU for your time and generous contribution to our education and lives.

Page sponsored by: Rachel Vander Kooi



In Special Memory of
Dr. Kenneth Spurgeon
1918-1998

This year the Dairy Digest Staff and Dairy Science Department would like to honor the special memory of Dr. Kenneth Spurgeon, who passed away on September 27, 1998.

While at South Dakota State University, Dr. Spurgeon spent years researching, experimenting and teaching. He was an Associate Professor of Dairy Science from November 1958 to June 1969. He then became a Professor of Dairy Science until July 1985, when he was named Professor Emeritus of Dairy Manufacturing.

As a result of his love of teaching he received the Milk Industry Foundation Award for Outstanding Teaching of Dairy Manufacturing in 1987.

Dr. Spurgeon, and his contributions, are, and will be greatly missed!



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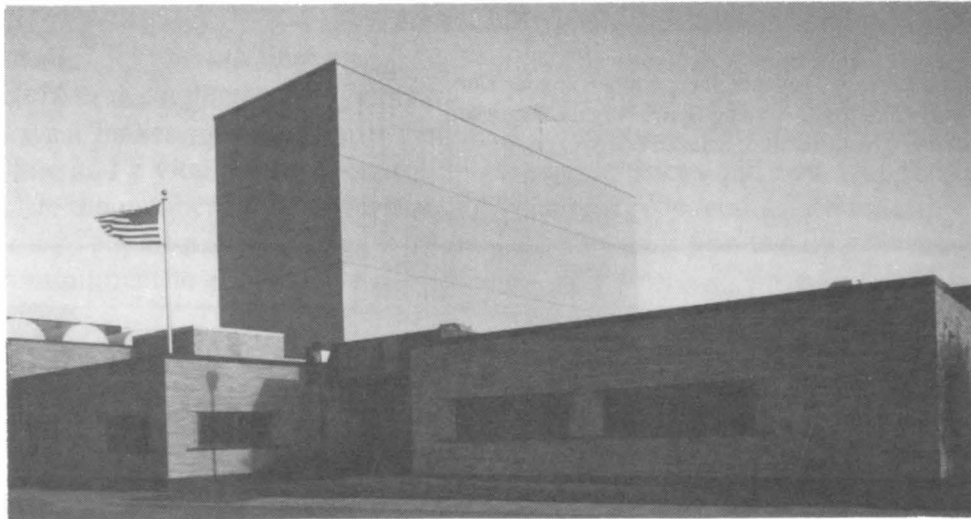


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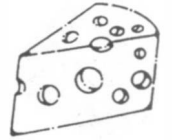


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- President: **Angela Jorgenson**
- Vice President: **Ryan Pietz**
- Secretary: **Rachel Vander Kooi**
- Treasurer: **Annette Seitz**
- Historians: **Seena Larson**
Troy Zoellner
- Activity Coordinators: **Darrel Christoph**
Mark Pederson

Back: L to R: Seena Larson, Troy Zoellner, Rachel Vander Kooi
 Front: L to R: Darrel Christoph, Annette Seitz, Angela Jorgenson,
 Ryan Pietz Not Pictured: Mark Pederson

1998 -1999 Officers

- President: **Curtis Alexander**
- Vice President: **Melissa Post**
- Secretary: **Seena Larson**
- Treasurer: **Jon Qual**
- Historians: **Robyn Kranz**
Janelle Yaggie
- Activity Coordinators: **Stacy Mueller**
Jeff Spark



Back: L to R: Janelle Yaggie, Seena Larson,
 Curtis Alexander, Jon Qual
 Front: L to R: Robyn Kranz, Stacy Mueller, Jeff Spark
 Not Pictured: Melissa Post



Behold...



ADVISORS' COMMENTS

Arnold Hippen This past year was my first year associated with the SDSU Dairy Club as a faculty advisor. Throughout the year, I was impressed with the spirit of comradery and cooperativeness exhibited by members of the Dairy Club in both planning and executing activities.

In October, I had the privilege of accompanying 15 members of the Dairy Club to the World Dairy Expo in Madison, WI. A good time was had by all (maybe a little too good by some). Tours of 3 dairy farms and the Marigold Foods plant in Rochester, MN made the trip to Expo both entertaining and educational. The two days spent at Expo provided club members with exposure to the dairy industry and personnel to a degree that is not possible on a college campus.

Activities such as the Expo trip and the opportunities to attend ADSA-Student Affiliate Division meetings at both the regional and national levels are a part of what makes membership in the Dairy Club worthwhile and a vital part of a college education. I appreciate the number of members that take advantage of these opportunities and applaud the club for their commitment to providing these opportunities.

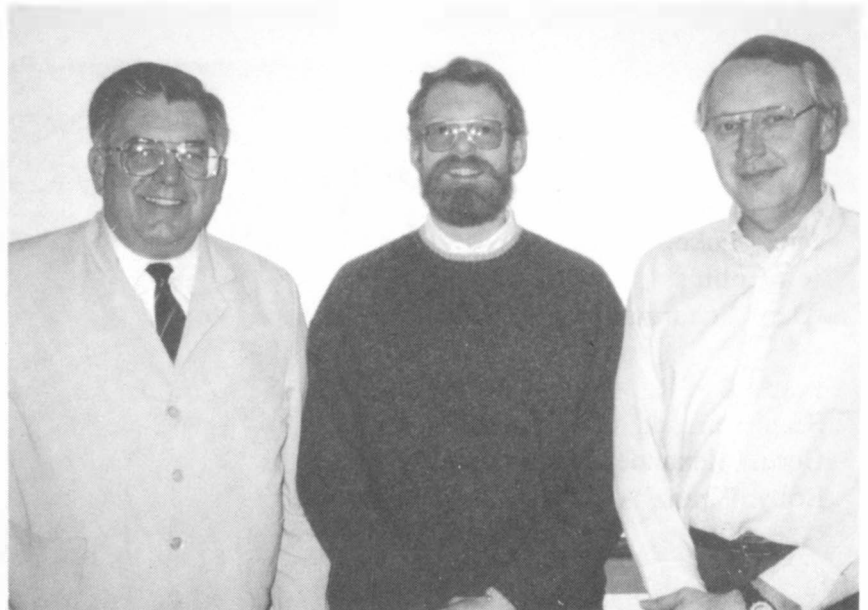
I look forward to continuing my involvement with the Dairy Club as a faculty advisor and encourage current and future members to make the most of these opportunities offered by Dairy Club membership.

David Henning This was another great year for the Dairy Club. This year included a trip to Dairy Expo, which was enjoyed by those making the trip. The club projects had willing participants even though there are a few who put in extraordinary efforts to ensure success. For the students, the trip to

Kansas State for the Midwest Regional ADSA-SAD meetings was a highlight.

While there was plenty of time for fun, there was also time for the club to show their class. The outgoing ADSA-SAD Vice President was our own Darrel Christoph. Cheese box sales were brisk and Angela Jorgenson did an outstanding job in coordinating that project. Unfortunately, cheese prices were high, shipping costs were high, and we needed to purchase many supplies; consequently, the profits were less this year.

Howard Bonnemann The SDSU Dairy Club had another good year. A good blend of social activities and structured events helped the members demonstrate their abilities in planning, industry knowledge and leadership. Cheesebox sales were not as profitable as at some instances in the past, but the group of dedicated workers should be commended for their effort against record high cheese prices and new shipping protocols. This is an energetic, enthusiastic group who should do well as they move on to careers in the dairy industry.

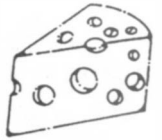


Left to right: D. Henning, Howard Bonnemann, and Arnold Hippen

Page Sponsored By: David R. Henning, Consulting



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SENIORS



Back: L to R:
Patrick Kalmes,
Melissa Shumaker,
Cari Leuthold,
Annette Seitz,
Rachel Vander Kooi,
Troy Zoellner,
Kelly Jonsgaard

Front: L to R:
Mark Pederson,
Deanne Tauer,
Steve Banks,
Heather Pinkert,
Angela Jorgenson,
Ryan Pietz

JUNIORS

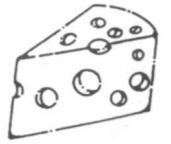
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Jeff Collins,
Arend Schurman

Front: L to R:
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Curtis Alexander,
Robyn Kranz

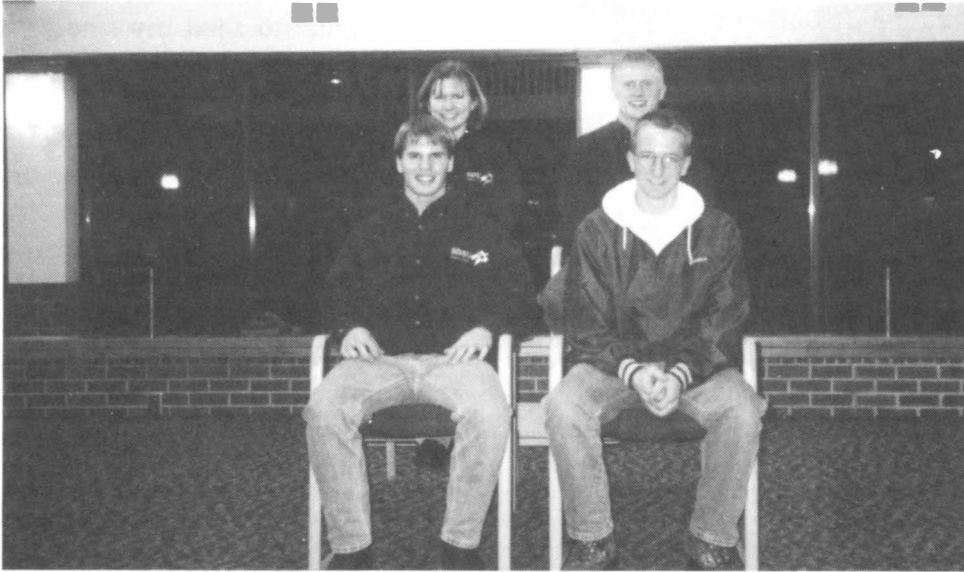




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SOPHOMORES



Back: L to R:
Melissa Pinkert,
Jon Qual,

Front: L to R:
Jeff Spark,
Dan Rebelein

FRESHMEN

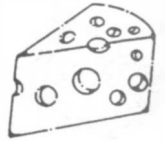
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Janell Yaggie,
Stacy Mueller,
Ann Harvey

Front: L to R:
Brian Pavel,
Nick Loeschke,
Aaron Hennen





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PRESIDENT'S COMMENTS



By: Angela Jorgenson

1998 was another eventful year for the SDSU Dairy Club and a busy one for me as the club's president. My duties began in December 1997 and lasted until the following year when I handed the position over to the next president. With the help of a great executive board and our advisors, the year went well and will always be a good memory for me.

Major club events began early in the semester when the club journeyed to Ames, Iowa, for the Regional ADSA Conference. As always, the trip was quite an experience, which allows members to meet many people within the dairy industry as well as learning about each other. We always have a great time and gain many memories from the time we spend together. The rest of the semester was filled with pictures and picnicking, bowling parties, softball games and the assembling and debuting of our "Dairy Digest". By the time we had finished all our spring activities, it was definitely time to look forward to summer break.

When fall semester rolled around, plans needed to be put into action with the Ag/Bio Bash, fall picnic, Hobo Day float, Expo trip and cheesebox events ahead. Our first meeting of the semester was encouraging as many new members were introduced and our trip to Madison, Wisconsin, to the World Dairy Expo gave us the perfect chance to "break-in" some of the newcomers. Pizza parties and bowling nights with the faculty kept us entertained as the semester moved along and the cheesebox fundraiser ended the year as members

dedicated their time to cutting and packaging cheese.

I would like to send my sincere thanks out to my executive board: Ryan, Rachel, Annette, Seena, Troy, Darrel, Mark and Jon; our advisors, Dr. Henning, Dr. Hippen, and Howard Bonneman; and all our members as they are the ones who make the club what it is. I would like to congratulate the new executive board and wish them well for the 1999 year.

Being the 1998 Dairy Club President was a great experience, and I appreciate getting the chance to serve in the position. And, though I may be bias, I have to agree with one of our members, Jeff Spark, who said it best, "The Dairy Club is the best club on campus!"



Leigh River Farm

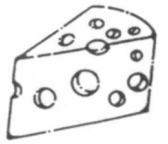
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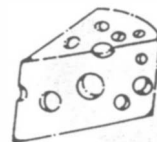
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Curtis Alexander.....	Bruce, SD
Becky Banks.....	Fedora, SD
Steve Banks.....	Fedora, SD
Darrel Christoph.....	Luxemburg, WI
Jeff Collins.....	Nelson, MN
Kelly Grace.....	Hartford, SD
Eric Groos.....	Colman, SD
Mary Grosland.....	Delta Junction
Ann Harvey.....	Ree Heights, SD
Aaron Hennen.....	Kimball, MN
Chris Hongslo.....	Alcester, SD
Steve Janish.....	De Smet, SD
Jared Janke.....	Brookings, SD
Kelly Jonsgaard.....	Lewiston, MN
Angela Jorgenson.....	Trent, SD
Patrick Kalmes.....	Rolling Stone, MN
Robyn Kranz.....	Brookings, SD
Seena Larson.....	Springfield, MN
Cari Leuthold.....	Ellsworth, MN
Nick Loeschke.....	Milbank, SD
George Loucks.....	Brookings, SD
Rick Metzger.....	Rock Rapids, IA
Sheri Moeller.....	Brookings, SD
Stacy Mueller.....	Big Stone City, SD
Michelle Ode.....	Sioux Falls, SD
Jim Ostlie.....	Lakeville, MN
Brian Pavel.....	Black Hawk, SD
Mark Pederson.....	Jasper, MN
Mitzi Pehrson.....	St. Peter, MN
Ryan Pietz.....	Edgerton, MN
Heather Pinkert.....	Big Stone City, SD
Melissa Pinkert.....	Big Stone City, SD
Michael Plucker.....	Chancellor, SD
Melissa Post.....	Volga, SD
Jon Qual.....	Lisbon, ND
Dan Rebelein.....	Alden, MN
Hope Remiger.....	Woodlake, MN
Paul Ruger.....	Fenton, IA
Annette Seitz.....	Sleepy Eye, MN
Brad Sharp.....	Bath, SD
Kristin Sharp.....	Bath, SD
Melissa Shumaker.....	Humbolt, SD
Laurene Soukup.....	Lanesboro, MN
Jeff Spark.....	Spencer, IA
Deanne Tauer.....	Hanska, MN
Scott Unterbrunner.....	Colman, SD
John Uilk.....	Pipestone, MN
Jamison Vande Eide.....	Grand Rapids, MN
Rachel Vander Kooi.....	Worthington, MN
Janelle Yaggie.....	Mission Hill, SD
Hope Yarboroygh.....	Whitefish Bay, WI
Troy Zoellner.....	Groton, SD





Behold...



DAIRY SCIENCE HIGHLIGHTS

Dr. John Parsons
Department Head

The South Dakota State University Dairy Products Judging Team is ranked first again! This is the 12th time SDSU teams have earned national honors and for Dr. Bob Baer, coach of the team, his 4th win since 1988! Team members included Jason Engels, Brookings; Robyn Kranz, Brookings; Jason Petersen, Alden, MN; and Mark Pederson, Jasper, MN. Jason Engels placed 1st overall in the contest, Robyn Kranz was 3rd, and Mark Pederson was 5th out of 50 contestants. The team placed 1st in ice cream, 2nd in milk and Cheddar cheese, and 3rd in yogurt and cottage cheese. The team earlier placed 2nd in all products at the Regional Contest.

Dairy Science majors continue to impress the Dairy Industry with the result that they are in demand even to the extent of signing bonuses! This year 100% placement was again achieved and a high average salary of \$32,000. Our challenge continues to be the recruitment of new students into the Dairy program.

Dr. Bhushan Jayarao resigned to accept a position at The Pennsylvania State University. His dairy microbiology position has been advertised and interviews will be conducted Spring 1999. Dr. Sharon Franklin resigned her position in dairy nutrition to accept a similar position at the University of Kentucky. This position is currently on hold.

Dr. Kim Cassel has been named Interim Program Leader for Agriculture, Natural Resources & Field Operations. Mr. Dave Weinand from Monticello, MN was selected to fill the position on a temporary emergency basis. Dave graduated from the University of Minnesota with BS 1992 and MS

1998 in Dairy Systems. He has experience in feed sales, and as an Extension Educator in Minnesota. Joanne Mauseth resigned July 8 to accept a position with Land O'Lakes, Volga, SD. Judith Dobbs moved from the Physical Plant to fill the secretary position and answer all your phone calls.

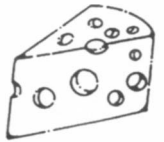
John Parsons served as a volunteer Milk Processing Specialist in the Ivanovo region of Russia, May 22 - June 6. This trip was sponsored by Land O'Lakes and a grant from USAID to support new cooperative ventures in Russia. Dr. Vikram Mistry attended the International Dairy Federation meetings in Aarhus, Denmark, September 16-28.

The Dairy Plant continues to need more and more repairs. The 1961 vintage equipment, including plumbing and electrical, is in need of replacement and/or major repairs. This year we will be investigating the possibilities for remodeling and updating with the help from our alumni and friends in the Dairy Industry. Please call if you would be willing to serve on an advisory board. In the meantime Howard Bonnemann, Plant Manager, and Polly VanderWal, Dairy Plant Superintendent hired June 22, organize and direct the work of approximately 20 dairy majors in producing the famous ice cream that you all come back for.

The Dairy Research & Training Facility, after 4 years of operation, is operating profitably with the herd average at 18,800 lb./cow/yr. With milk at nearly \$15.00/cwt, in early February, it really helps to pay the bills! Plans have been finalized to build a bunker silo for corn silage this spring. The maternity wing of the old barn was remodeled last year. Gene Stegeman, Farm Manager, has plans to continue remodeling the older barns.



Behold...



FACULTY



Back: L to R: Dr. Vikram Mistry, Dr. Bob Baer, Howard Bonnemann,
 Dr. Dave Henning
 Front: L to R: Dr. David Schingeothe, David Weinand, Dr. John Parsons
 Not Pictured: Gene Stegeman, Dr. Arnold Hippen

SUPPORT STAFF



L to R: Kathy Schmidt, Sales Associate
 Polly Vander Wal, Plant Superintendent



L to R: Judith Dobbs, Jayne Raabe, Kay Kasperson,
 Helen Rollag



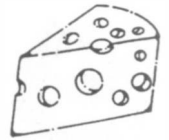
Dairy Research Unit Staff
 L to R: Patrick Solsaa, Shon Eide, Gary Kirkham, Kelly Frensko,
 Chris Lee, Ron Molengraaf



State Dairy Lab Supervisor: Arnie Appelt



Behold...



DEAN CHOLICK'S COMMENTS



Dr. Fred A. Cholick

College of
Agriculture
And
Biological Sciences

This year marks the 12th time that the SDSU Dairy Products Judging Team has won the National Championship in the 77-year history of the Collegiate Dairy Products Evaluation Contest. This is a tremendous accomplishment in a department with a long-standing tradition of excellence in these team competitions.

Earning the National Championship is exciting. To put it in perspective, I believe it is yet another indicator of the quality of education students receive from the SDSU Dairy Science Department. The SDSU Dairy Science Department has maintained the Land Grant university philosophy where research, extension and teaching information form a collaborative partnership. The product of this "linkage" is unbiased information for students, producers, agribusiness, consumers, and citizens. The National Championship indicates that the department's "linkages" are working well.

Today, SDSU is one of only three universities in the United States that offer both Dairy Production and Dairy Manufacturing majors. Our state-of-the-art Dairy Research and Training Facility and Dairy Processing Plant give students the hands-on learning opportunity that keep bringing employers back for more. We need to continue to ensure that this linkage is maintained and enhanced.

I believe we have an outstanding Dairy Science Department. It's our goal to continue to grow,

develop, and provide the greatest support possible to the dairy industry in South Dakota and the Upper Midwest. To do that, we need to hear from you. Please feel free to drop us a line or stop in and visit. Let us know how we are doing, and how we can meet your needs in the future.

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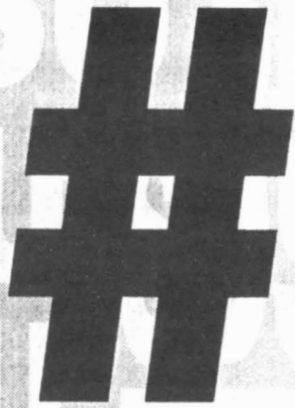
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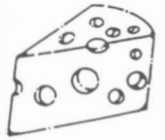


**South
Dakota
State
University**





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GRADUATE STUDENTS



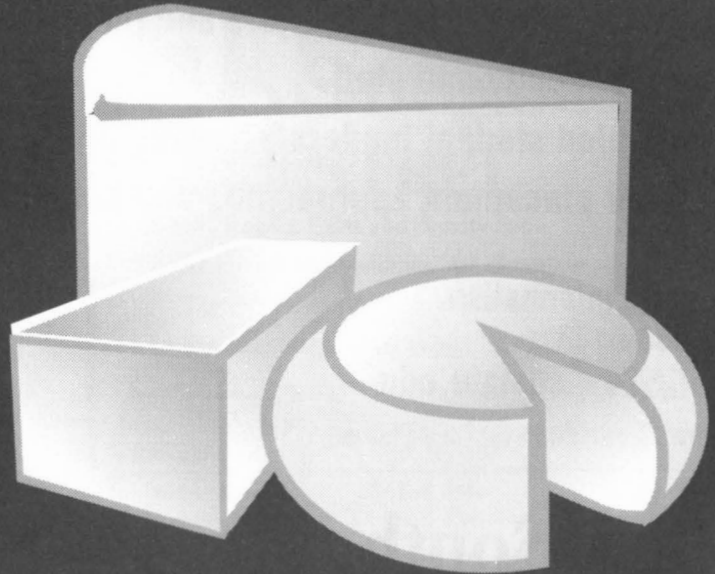
Back Row: L to R:
Bonney Oommen,
Wei Zheng, Yo Zhang,
Douglas Donavan

Front Row: L to R:
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Natisan Ramaswamy,
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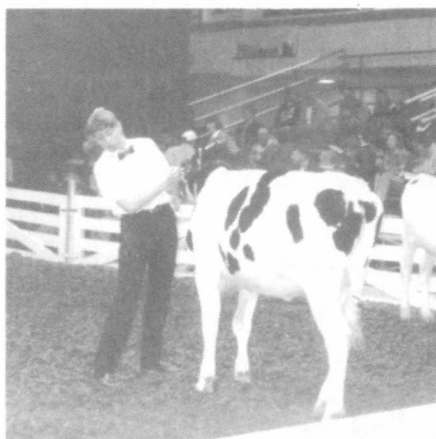
Behold...



75TH DIAMOND JUBILEE LITTLE INTERNATIONAL

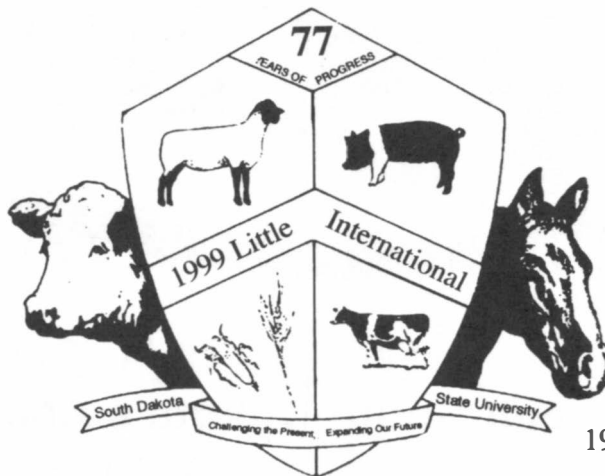
By: Melissa Shumaker

Once again, dairy enthusiasts were hard at work for the 75th Little International. Cliff Helken, dairy superintendent, and Brian Nielson, assistant superintendent, had a few conflicts with the availability of calves. With some hard work and a few phone calls, everyone was able to road trip out to Marv Post's farm to work on their calves. With less than a week to get calves ready, everyone was busy washing their calf or diligently clipping to be ready for the weekend. When it came down to show time, everyone anxiously waited for the cell phone to ring to give the okay to load calves and follow in our cars. On the fifteen-minute drive to the Animal Science Arena, participants were hoping that the calves were not getting dirty after all of the hard work. Libby Hupf, judge from Randolph, MN, did her best to determine placings for showmanship and fitting contest. Curt Alexander, Bruce, SD placed first in the fitting contest and Mark Pederson, Jasper, MN finished second. In the showmanship contest, Mark Pederson finished first with Curt Alexander a close second. Alexander was also awarded Reserve Round Robin, and among the dairy division, he was named the hardest worker. Also, Kelly Jonsgaard participated in the Lamb Lead, after sewing an outfit for herself and a blanket made of wool for her lamb. A job well done by everyone who participated!! Also a BIG thank you to Marv Post for allowing us to use his cattle to make the dairy division possible!!! The Dairy Club display was awarded the most educational.



1999 Little International

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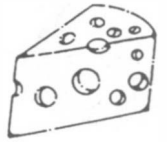


1999 Manager:
Lora Kohls





Behold...



SCHOLARSHIP BANQUET

By: Cari Leuthold

Once again it was time to wind the year down and we were all reminded of the year to follow. Scholarship applications are due...notes were posted all over campus...and due, if you wanted to be considered for next years' scholarships.

On the evening of April 7, 1998, it began with many friends, family, faculty and alumni who gathered together for the big occasion. Angela Jorgenson, President of the SDSU Dairy Club, was our Master of Ceremonies. We ate a delicious meal. Next, Dr. Parsons made his way to the microphone and began to break the suspense as he handed out scholarships.

That evening \$33,000 worth of scholarships were given to incoming freshman and other dairy science students.

After all the scholarships were given, the Dairy Digest editors, Kelly Jonsgaard and Jennifer Fieber, spoke about the digest, dedicated it to Kirk Baldwin, and then presented it to everyone in attendance.

A big "thank you" to all whom sponsored scholarships and the dairy digest, without you neither would be possible!



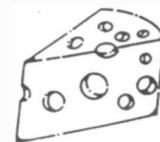
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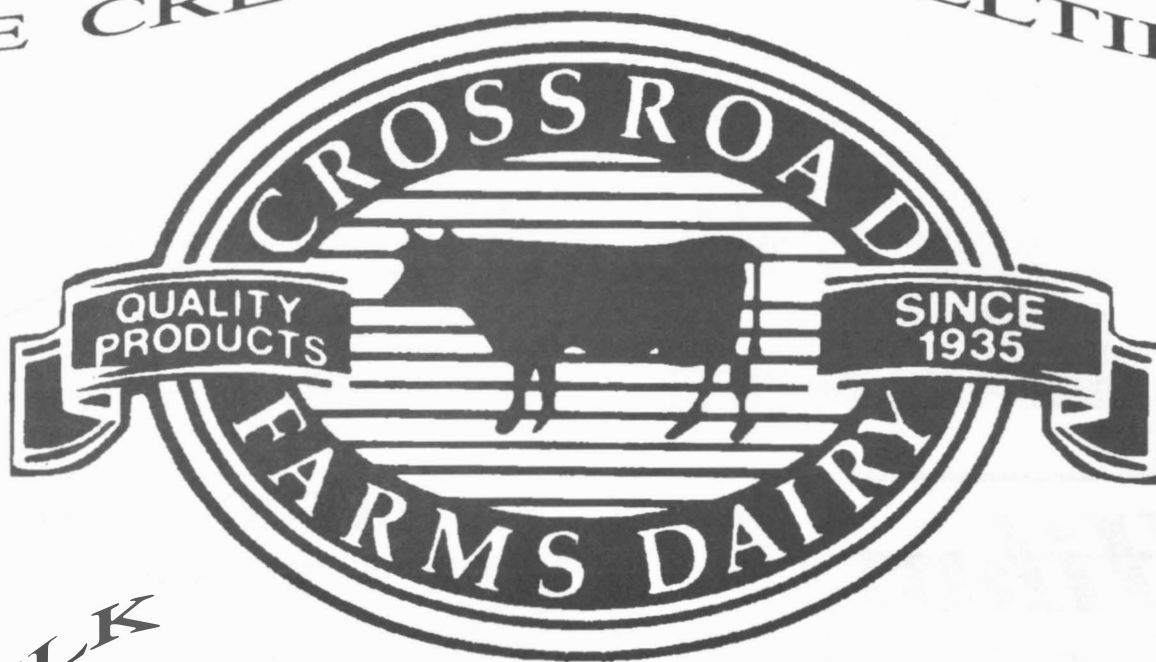
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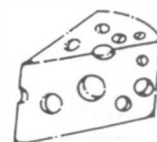
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Behold... CLUB ACTIVITIES



SPRING PICNIC

By: Cari Leuthold

Picnics are a favorite activity for the members of the SDSU Dairy Club, and this year at the picnic, Burger King provided a fulfilling Whopper Feed for the club. As in the fall, the club members played a competitive game of softball, and many members also received their dairy club fashion apparel. This year, the club updated their jackets and purchased new shirts for members. Now anyone across campus can pick out a dairy club member on their new stylish wear!

FALL PICNIC

By: Cari Leuthold

Dairy Club's annual fall picnic was held on September 14, 1998. Dairy Club members met at Hillcrest Park in Brookings, where they enjoyed barbecues (made by President Angela Jorgenson), chips, ice cream, and pop. A short business meeting followed by a friendly game of softball.

AG-BIO BASH

By: Cari Leuthold

As a new year of school begins there is always excitement in the air. One of the College of Ag-Bio events, Ag-Bio bash begins the year with faculty, club members, and new students gathered together for a big ice cream social. The ice cream was produced by the SDSU Dairy Plant. Each club brought a topping to share, as we met new members and saw old friends. Music and door prizes topped off the afternoon and fun was had by all!

BOWLING

By: Ann Harvey

The SDSU Dairy Club had another fun-filled evening on October 28, 1998, after activity coordinators Jon Qual and Mark Pederson made bowling arrangements for the group. Bowling was enjoyed by everyone who attended, and the highlight of the evening was the cupcakes brought and frosted by Eileen Henning.

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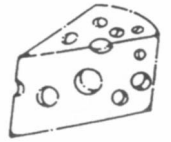
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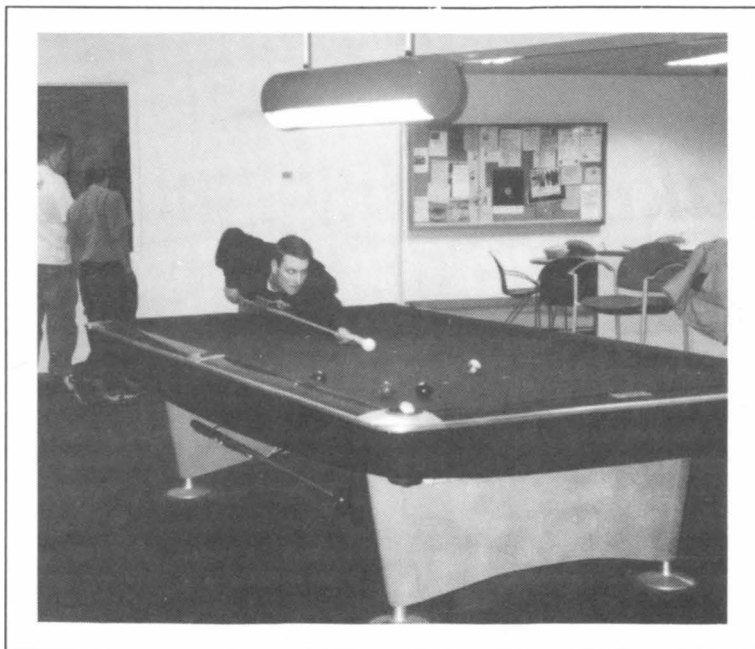
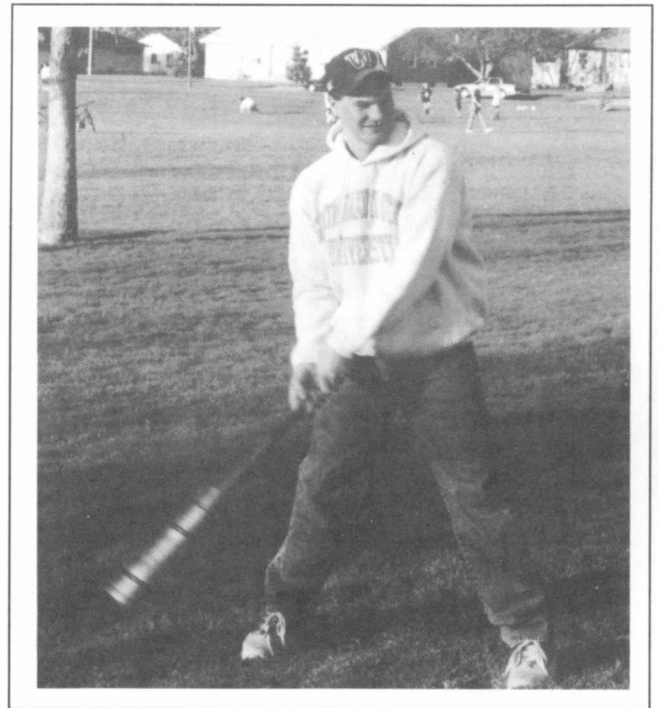
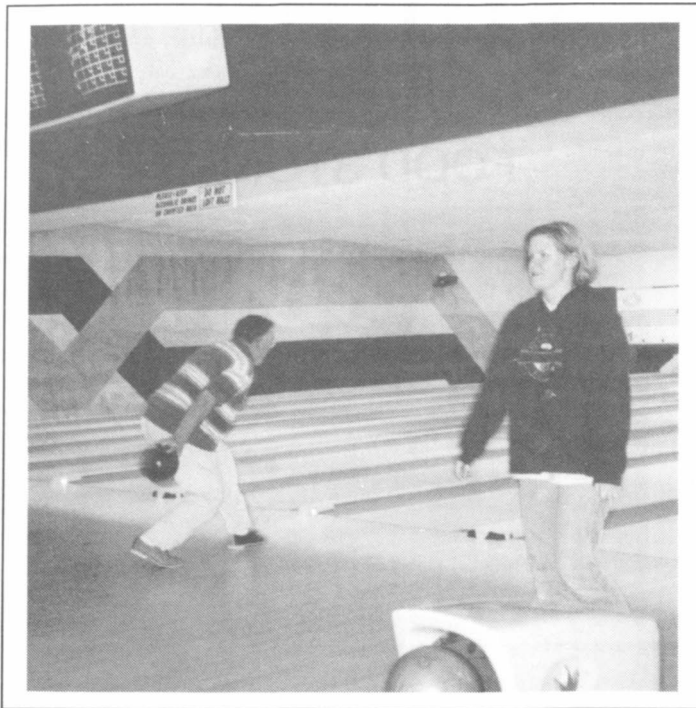
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Behold...

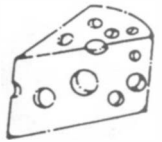


CLUB ACTIVITIES

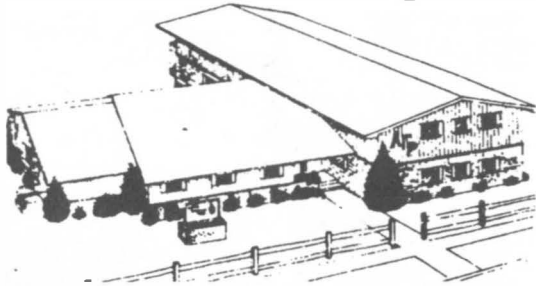




Behold...



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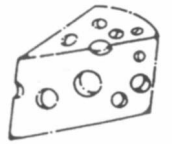
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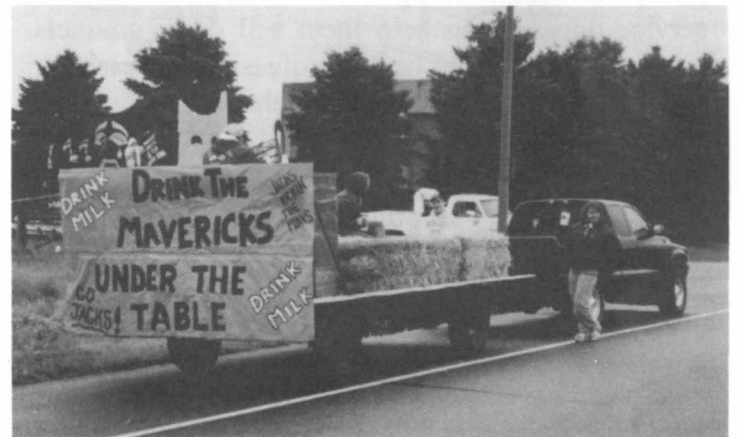


Behold... HOBO DAYS



By: Melissa Post

October 17, 1998 marked the beginning of the annual Hobo Days parade and the SDSU Dairy Club was ready to go for "The 80's" theme. Our float had "Cowktail" (Cocktail) attire, complete with a Tom Cruise look-alike (Curtis Alexander), rolled jeans, and the ever-popular Holstein calf. Our float also had the privilege to have the Pink cow (Steve Banks) and our own special cow (Rachel Vander Kooi). The chilly ride was made a little warmer thanks to the hot chocolate mixed by Annette Seitz and Melissa Post. A big thank-you to everyone who helped make the float a success.

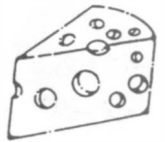


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Behold...



CHECK-OFF DOLLARS AT WORK

Dairy Promotion Program

Dairy product promotion all started in 1937, when the phrase was, "Keep Youthful - Drink Milk." Over the years a variety of phrases were created to promote wholesome dairy products.

In 1983, the Dairy Production Stabilization Act put into effect the Dairy Check Off Program. All dairy farmers are required to pay a nonrefundable assessment of 15 cents per hundred pounds of milk. Of this 15 cents, 10 cents is distributed to local promotion organizations, such as the American Dairy Association/ Dairy Council, and the remaining 5 cents goes to the National Dairy Promotion and Research Board for national promotions and research programs. Along with local and national advertising, these funds are used for programs working with grocers and food service operators to help them sell dairy products more effectively, and health professionals, teachers, and community leaders to help them develop education programs.

Promotion Results

USDA has estimated a gross return of over \$5 for each advertising dollar spent by the national generic promotion programs of dairy farmers and milk processors. As a result over the past 12 years, fluid milk sales have risen at least 6%, and total cheese sales have risen over 3%.

American Dairy Association's Past Promotional Themes

1937

"Keep Youthful-Drink Milk"

1945

"On the War Front, on the Home Front- Essential Dairy Foods"

1947

"30 Days for ADA in June"

"Sales, Not Surplus"

1953

"Nature's Goodness at its best"

1956-1957

"Refresh with Milk"

1960

"Milk - Nature's Snack"

1961

"Livin' is Easy"

"Anytime is Ice Cream Time"

1961-1962

"Drink Milk - the Protein Lift"

1966-1967

"Everything's Better with Butter"

1969

"Lena Likes Butter Better than Ole"

"Only Love Beats Butter"

1971-1972

"Happy New You with Milk and Dairy Products"

1973

"Make it with Milk"

1974

"Milk - the Affordable Protein"

"Salute to Milk"

1975

"Milk is a Natural"

1977

"Make Mine Milk"

1979

"Milk's the One"

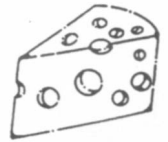


America's Dairy Farmers

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1980

"Nature's Own Convenience Food"

1980-1982

"Dairy Days USA"

1981

"We'll Never Claim That Butter Tastes Like Margarine"

"Cheese Adds a Slice of Life"

1982

The "REAL" Seal

1983

"Milk - The Fresher Refresher"

"Milks Got More"

"Don't Forget the Cheese"

1984

"Official State Drink. MILK"

1985

"Make Your Meals Sing with Real Cheese"

"Have a Dairy Good Summer"

"Milk. America's Health Kick"

"Ice Cream the Beautiful"

1986

"Bring Home the REAL Dairy Freshness"

"Cheese, Glorious Cheese"

"The Best Deserve a Little Pat of Butter"

1987

"What Butter Brings to Everything is GOLD"

"Cool it with Dairy Foods"

1988

"Get MOOvin' with Milk"

1989

"Dairy Products. Summer's REAL Celebration"

"Milk's Got More"

"Don't Forget the Cheese"

"Kick Off the Season With Cheese"

"Everybody Knows...Milk's For You"



1990

"Cheese Snack Fact"

1991-1993

"Double Cheeseburger Days"

1992

"Cheese Snack Shoppe"

"Summertime and the Livin' is REAL Easy"

"Bake it Better with Butter"

1993

"Milk. It Does a Body Good."

"Say Extra Cheese"

"Holidays are Better with Butter"

1994-1995

"Milk. Help Yourself"

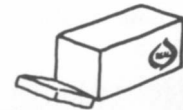
"Cheese Tops Everything."

1995-1997

"Cheese to the Rescue"

1997

"Butter Brings the World to Your Holiday Table"



Current Promotional Themes

1996-Present

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1998-Present

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Dairy
month

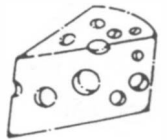
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Behold...



SENIOR SPOTLIGHTS

By: Annette Seitz



Chris Engelmann

Hometown: Plato, MN

Degree: Dairy Production

Activities: SDSU Baseball Team; Intramural Sports

Most Memorable Moments: all the early morning duck hunting with my roommates

Most Embarrassing Moments: slipping on ice outside of the Union, falling on my back, and having my friends make sure everyone knew that it had happened.

In The Future: I plan to take over the family farm.

Best Things About SDSU Are: the small campus and friendly atmosphere.



Kelly Jonsgaard

Hometown: Lewiston, MN

Degree: Ag Business; Communications and Marketing minors

Activities: Dairy Club; Ceres Women's Fraternity; Ag/Bio Prexy Ambassador for College of Ag/Bio; Campus Ministries Associate

Most Memorable Moments: getting engaged (Fall '98); ADSA trips; showing dairy cattle at Little 'I'.

Most Embarrassing Moments: going mistakenly into the men's bathroom at ADSA in Ohio during the dance. Curt happened to be at the right place at the right time to see me.

In The Future: I will get married, have children, get a job, and always promote and support the dairy industry.



Jason M. Engels

Hometown: Brookings, SD

Degree: Dairy Manufacturing

Activities: Dairy Products Judging Team

Most Memorable Moments: Our trip to Toronto and bringing home the National Dairy Products Team Judging Trophy.

As A Senior, I Will To: Shari Moeller, my judging ability and hope they can bring home the National title again next year, and to Lance Thury, my perfect attendance.

In The Future: I plan on winning the lottery of several million dollars and then travel around the world hunting and fishing.



Angela K. Jorgenson

Hometown: Trent, SD

Degree: Dairy Production and Chemistry

Activities: Dairy Club; Pre-Vet Club; Alpha Zeta; Sigma Alpha; Little 'I' Staff

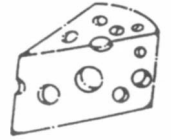
Most Memorable Moments: the bus rides to ADSA in Ohio & Iowa, the ADSA banquet in Iowa – 1998 Hobo Day parade when Rachel and Steve (in cow suits) marched with the band.

Most Embarrassing Moments: the water fight with Troy in the Dairy Plant during cheese boxes with a very wet white T-shirt and black bra.

As A Senior, I Will To: anyone who dares, the cheese box fundraiser; anyone who sits by Curt in class, the responsibility of keeping him awake during lecture! (Snore, Snore)



Behold...



SENIOR SPOTLIGHTS



Annette M. Seitz

Hometown: Sleepy Eye, MN

Degree: Dairy Manufacturing

Activities: Dairy Club; Little 'I' Staff and participant; Intramural Sports; Quadrathlon Team; '98 Ag/Bio Queen Finalist; Circle 'K' International

Most Memorable Moments: ADSA in Ohio & Iowa, Little 'I' Field Trip, Dance, and party ('98), World Dairy Expo, the 'Campus Pub', and the 'Chevy'☺.

As A Senior, I Will to: Melissa Post my Little 'I' Title, consumption career, and the attendance on all dairy club trips; and to Pietz the ability to stay awake through classes.

In The Future: I plan to obtain a job within the dairy industry, make millions of dollars to purchase my Chevrolet pick-up & Monte Carlo, and to attend at least one Daytona 500.



Melissa Shumaker

Hometown: Humboldt, SD

Degree: Dairy Production and Animal Science

Activities: Dairy Club; Dairy Digest; Little 'I' Staff and participant; Intramural Sports

Most Memorable Moments: ADSA at Iowa, Little 'I' week, World Dairy Expo

As A Senior, I Will To: Robyn – my ability not to procrastinate and ability to find someone special & settle down with them.

In The Future: I will be working in the dairy industry and starting a family with Ben in about 5 years. Eventually, I hope to be debt-free.



Kristin Sharp

Hometown: Bath, SD

Degree: Dairy Manufacturing and Animal Science

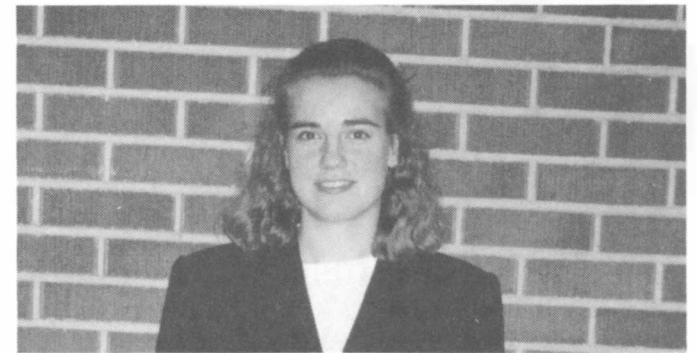
Activities: Dairy Club; Ceres Women's Fraternity; Little 'I' Staff; Collegiate 4-H; Pride of the Dakotas Marching Band

Most Memorable Moments: when I realized I was actually graduating from college with a double major. Processing class field trips.

As A Senior, I Will To: Brad Sharp my apartment.

In The Future: I hope to have a career in promotion or public relations for the dairy industry.

Best Things About SDSU Are: it is an agriculture school and the closeness among the dairy science faculty and students.



Laurene Soukup

Hometown: Lanesboro, MN

Degree: Dairy Manufacturing

Activities: Dairy Club, Inter Varsity Christian Fellowship, College and Career Fellowship, Residential Hall Judicial Council, Resident Assistant, Dairy Products Judging Team, Hobo Day Committee.

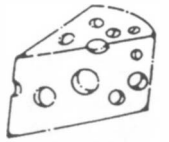
Most Memorable Moments: when my fiancée proposed to me and when the 1997 Dairy Products Judging Team placed 2nd at Nationals.

As A Senior, I Will To: Jamison all my pens, so he'll never run out.

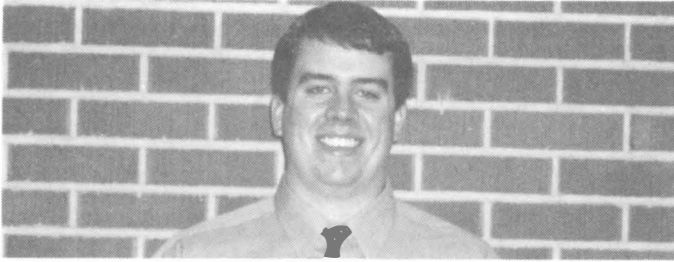
In The Future: I will continue to use my college education to help improve the dairy industry.



Behold...



SENIOR SPOTLIGHTS



Patrick Kalmes

Hometown: Rollingstone, MN

Degree: Dairy Production; Ag Business minor

Activities: Dairy Club; FarmHouse Fraternity

Most Memorable Moment: seeing my fiancée, Kelly get elected Dairy Club President for 1997.

Most Embarrassing Moments: almost flipping a desk and myself over face first at a dairy club meeting – it only made a big noise.

As A Senior, I Will To: Eric Groos (Cletus) some Gas-X to help him with his gas problem.

In The Future: I would like to stay actively involved with the dairy industry – either at the production or service level.



Heather Pinkert

Hometown: Big Stone City, SD

Degree: Dairy Manufacturing with Business emphasis

Activities: Collegiate 4-H; Dairy Club; MortarBoard Honor Society

Most Memorable Moments: Being crowned the 1996-97 SD Dairy Princess and seeing my sister being crowned the 1998-99 SD Dairy Princess.

Most Embarrassing Moments: receiving the 'Oxygen Tank Award' at ADSA in Ames.

In The Future: I would like to be involved-with sales, promotions, or public relations in the dairy or food industry.

Best Things About SDSU Are: the people you meet and many lifelong friends you make.

Page Sponsored By: Joe L. Pires & Co., Elkton, SD



Mark Pederson

Hometown: Jasper, MN

Degree: Dairy Manufacturing

Activities: Alpha Gamma Rho Fraternity; Little 'I' Staff and participant; Students Association Senator; Dairy Club

Most Memorable Moments: *Price is Right* at the 'Pub' with Pietz and Jamison. The drunken field trips. Judging trip to Toronto.

Most Embarrassing Moments: Everyday for the last 4 years has been an embarrassment to me.

As A Senior, I Will To: Pietz, my good looks and my ability to stay awake in class; and to Steve Banks better, more truthful excuses.

In The Future: I will someday be governor of this fine state. Vote for Pete Bob!



Paul Ruger

Hometown: Fenton, IA

Degree: Dairy Manufacturing

Activities: Dairy Club; Dean's List; awarded various scholarships

Most Memorable Moments: Jamison blowing mint ice cream all over the plant due to backpressure.

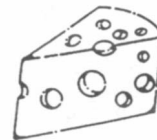
Most Embarrassing Moments: having a water balloon fight in the hallway at Bailey Hall, our RA explained we should know better than that. We agreed that he was right and proceeded to use nerf balls.

As A Senior, I Will To: anybody who wants my ventilated pair of white pants for working at the Dairy Plant.

In The Future: I plan to attend grad school at SDSU in the fall, pursuing my interest in research and development. Following that I hope to make some money and have a good time with it.



Behold...



SENIOR SPOTLIGHTS



Deanne Tauer

Hometown: Sleepy Eye, MN

Degree: Nursing

Activities: Dairy Club; Circle 'K' International; Nursing Student Association; Community Concert Band; Hobo Day Committee; Intramural Sports; Region IX Dairy Attendant

Most Memorable Moments: Getting engaged, Hobo Days, social life with Annette.

Most Embarrassing Moments: Slipping on ice outside of the Rotunda, landing on my rear end in front of people.

As A Senior, I Will To: Pietz the ability to keep his word when promising to show up at special occasions.

In The Future: I plan to get married and work at a Hospital in Ames, IA.



Rachel Vander Kooi

Hometown: Worthington, MN

Degree: Dairy Production; Ag Business minor

Activities: Dairy Club – secretary; Dairy Digest Staff and Co-editor

Most Memorable Moments: ADSA in Ohio ☺, Little 'I' ('98), and getting engaged.

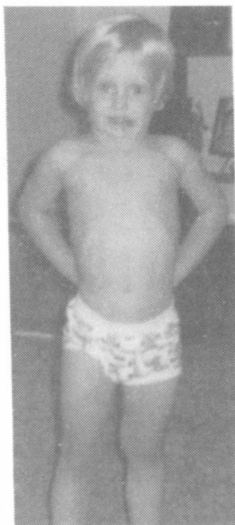
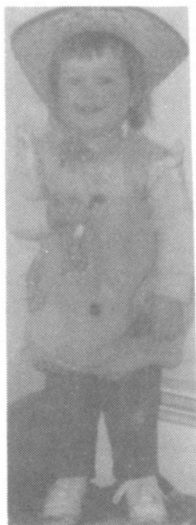
Most Embarrassing Moments: ADSA in Ohio – liking the pretty flowers on the carpet. ADSA in Ames – being named Miss Victoria Secret '98.

As A Senior, I Will To: all underclassmen, to let loose and have fun! Take as long as you need to graduate in the major you want! ☺

In The Future: I will get married to Troy and find a job that I enjoy, and make lots of money.

Who's Who?

(Answers on Page 30)



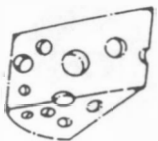
*Page Sponsored By: Ron & Cathy Seitz Dairy Farm,
Sleepy Eye, MN*

Answers: pg. 29 L to R: Deanne Tauer, Jason Engels and Kelly Jonsgaard Top to Bottom: Chris Engelmann and Paul Ruger
pg. 30 L to R: Kristen Sharp, Mark Pederson, Melissa Shumacker, Angela Jorgenson, Heather Pinkert, Patrick Kalmes,
Annette Seitz, Laurene Soukup and Rachel Vander Kooi



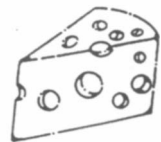
BABY PICTURES

Behold...





Behold...



DAIRY PRODUCTS JUDGING TEAM



Left to Right: Coach Bob Baer, J. Engels, M. Pederson, R. Kranz, J. Peterson

By: Dr. Bob Baer

The South Dakota State University Dairy Products Judging Team took first place in all products to win the national championship at the 77th Collegiate Dairy Products Evaluation Contest in Toronto, Canada, on October 5, 1998. Team members were Jason Engels, Brookings, SD; Robyn Kranz, Brookings SD; Jason Peterson, Alden, MN; and Mark Pederson, Jasper, MN. Jason Engels placed 1st overall in the contest, Robyn Kranz 3rd, and Mark Pederson was 5th out of fifty contestants. Seventeen teams participated in the contest. Engels placed 1st in ice cream and 3rd in Cheddar cheese.

The team placed 1st in ice cream, 2nd in milk and Cheddar cheese, 3rd in yogurt and cottage cheese. This was the 12th time the SDSU Dairy products judging team has won the National title.

Eight samples of six different commodities are evaluated - milk, cottage cheese, Cheddar cheese, vanilla ice cream, strawberry yogurt, and butter. Products are ranked according to flavor, body, texture, and appearance. Awards were based on how well students matched their interpretations of product quality with the official judges. The U.S. Department of Agriculture, the International Association of Food Industry Suppliers, and the American Dairy Science Association sponsored the contest.

One week earlier, the team placed 2nd in all products at the Regional Contest, which was held at Kraft in Glenview, IL. Alternate team members at the Regional Contest were Beth Larson, Garretson, SD; and Sheri Moeller, Brookings, SD. Bob Baer coached the team.

Next year, the team will compete at the National Contest in Chicago IL.

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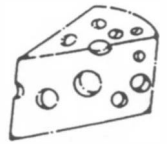
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DAIRY SCIENCE SCHOLARSHIPS & AWARDS 1999-2000

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Corey Rasmussen

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Jamison VandenEinde

EMERY BARTLE MEMORIAL: \$2000
Curtis Alexander

BLACK HILLS MILK PRODUCERS
ASSOCIATION: \$400
Christopher Honglo

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Eric Groos

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Robyn Kranz

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Aaron Hennen

DAIRY CLUB SCHOLARSHIP: \$150
1. **Eric Groos**
2. **Cari Leuthold**

DAVISCO FOODS INTERNATIONAL,
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Janelle Yaggie

GERMANTOWN (USA) COMPANY:
\$1000
Timothy Nielson

GILBERT T. & OLGA GILBERTSON
MEMORIAL: \$300
Dan Rebelein

CLYDE HELSPER MEMORIAL: \$400
Jared Janke

KERRY INGREDIENTS: \$500
1. **Cari Leuthold**
2. **Trent Griesse**

H. C. OLSON SCHOLARSHIP: \$800
Arend Schuurman

LAKESIDE DAIRY SCHOLARSHIP:
\$400
Janelle Yaggie

LAND O'LAKES – REGION 65
SCHOLARSHIP: \$500
Arlo Brower

MARIGOLD FOODS SCHOLARSHIP:
\$1000
Sheri Moeller

RHODIA, INC., SCHOLARSHIP: \$500
Clifford Helkenn

JAMES MARVEL MEMORIAL: \$600
Jared Janke

KIRK MEARS MEMORIAL: \$700
Dan Rebelein

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2. **Nolan Wolkow - \$1500**
3. **Brad Sharp - \$1000**

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Wade Gustafson

ALFRED HERMANN RISHOI
SCHOLARSHIP: \$1,000
1. **Beth Larson**
2. **Jonathan Qual**

RALPH ROGERS MEMORIAL: \$400
Stacy Mueller

JOE E. SCHUCH
SCHOLARSHIP: \$500
1. **Ryan Pietz**
2. **Hope Remiger**

SHIRLEY SEAS MEMORIAL: \$700
Melissa Post

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VALLEY QUEEN CHEESE
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SD STATE DAIRY ASSOCIATION:
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2. **Nickolas Loeschke**

JOSEPH VAN TREECK
SCHOLARSHIP: \$700
Steve Janish

AWARDS

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Nancy Fischer

FORBES LEADERSHIP AWARD: \$250
Angela Jorgenson

DAIRY JUDGING –
MANUFACTURING: \$150
Jason Engels

GRABER-FORD AWARD: \$100
Melissa Shumaker

ALFREDTOBKIN MEMORIAL: \$100
1. **Jason Engels**
2. **Robyn Kranz**
3. **Mark Pederson**
4. **Jason Peterson**

VIRGINIA DARE AWARD
Jason Engels

FRESHMAN SCHOLARSHIPS

SD DAIRY PROMOTION
ASSOCIATION: \$500
Kari Kirschenman

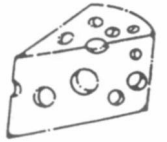
SD DAIRY PROMOTION
ASSOCIATION - 4-H: \$500
Anna Alexander

SD DAIRY FIELDMEN'S: \$500
Matt Odegaard

CLYDE HELSPER DAIRY
FIELDMEN'S ASSOCIATION: \$500
Chris Gottschall



Behold...



32ND WORLD DAIRY EXPO

By: Seena Larson

The South Dakota State University Dairy Club was well represented at the 1998, 32nd Annual World Dairy Expo, in Madison, Wisconsin.

On October 1-4, the SDSU Dairy Club sent 16 representatives to Madison, WI to be part of the Expo. Those members included: Angela Jorgenson, Annette Seitz, Rachel Vander Kooi, Troy Zoellner, Jon Qual, Melissa Post, Seena Larson, Ann Harvey, Janelle Yaggie, Patrick Kalmes, Kelly Jonsgaard, Jon Ulik, Curt Alexander, Melissa Shumaker, Jeff Spark, and Darrel Christoph. Bright and early, the morning of the 1ST, the group piled into three station wagons and headed north to meet up with those already there helping Troy prepare his cattle for the show. This was the first time the SDSU Dairy Club had taken a group of members to Expo in many years.

On the way to Wisconsin, the group stopped at a variety of farms along the way, including the Vander Kooi's where we received cinnamon rolls from Rachel's Grandma. We also stopped in Rochester, MN and received a tour from alumnus Jen Fieber of the Kemp's Dairy Processing Plant.

On Friday and Saturday, the group headed for the Expo grounds, in hopes of seeing some "beautiful cows." A contest began to see who could collect the most freebies and the most unusual items. Holstein spotted sunglasses, orange spotted gloves, electrolytes, cheese, hats, magnets, and large cow posters were just some of the freebies collected. While visiting different companies' booths, members had the opportunities to plan ahead for possible internships and make some new connections for the future.

After showing in numerous shows throughout South Dakota, our very own SDSU Dairy Club member, Troy Zoellner, would participate in the "Big Show." Hoping to take home the purple award, other SDSU members gathered in the stadium as the Holstein heifers proceeded into the ring. The class was judged and in the end we were all very proud of those South Dakotan heifers, shown by our very own, Troy Zoellner.

On Sunday, some of the members decided to start the seven-hour trip a little bit earlier, while the rest stayed back to watch the spectacular Supreme Champion Show.

It wasn't a surprise either when Acme Star Lily took the show. The trip seemed to be a great success, even though no freshman were initiated "Dairy Club Style; good thing there is still Regional ADSA this year!



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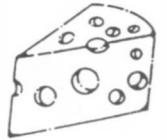
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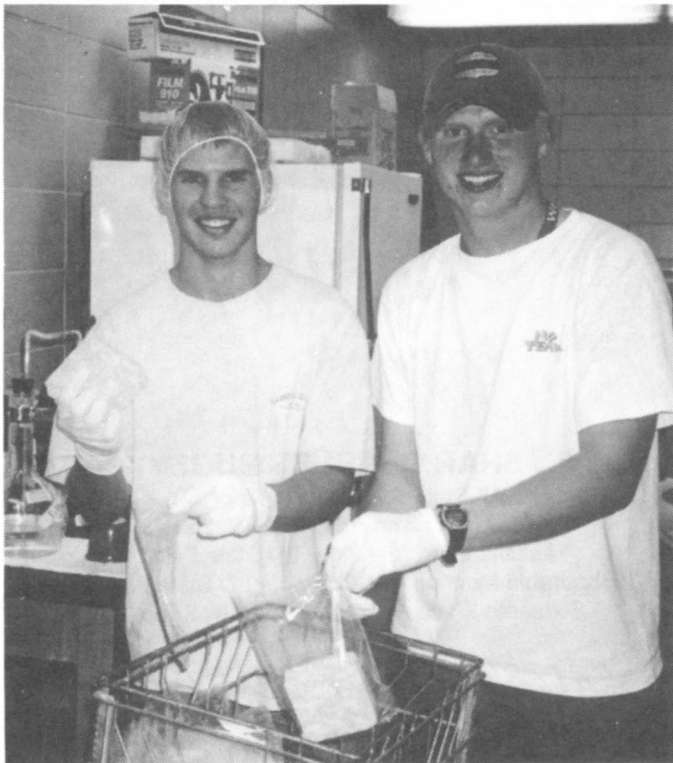
CHEESEBOX SALES

By: Angela Jorgenson

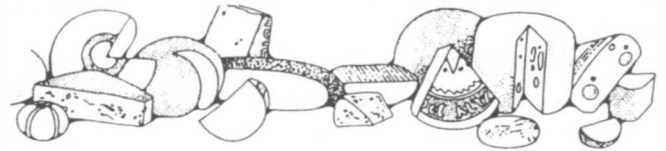
Long before the cheesebox sales start or any boxes are sent, many long hours go into the annual successful fundraiser. This is the Dairy Club's primary fundraiser for the year, which supports all the club's expenses, activities, trips, and scholarships. Members were encouraged to participate by giving at least ten hours of their time. This year, the process began in late October and continued until late December with over 275 blocks of cheese cut and packaged and approximately 700 boxes sold. New this year were four varieties of cheesespreads and three additional cheese flavors to

choose from. Unfortunately, due to high cheese prices and other expenses, the club was not as profitable as in previous years, making only \$1,200.00 in profits. However, more than anything, members learned the importance of teamwork and cooperation and each of us gained some memories from the event.

The club would like to graciously thank all those who purchased our product, as well as Dr. Henning, Howard Bonneman, Polly Vander Wal, The Dairy Bar crew, SDSU Central Mail, The Block and Bridle Club, and the SDSU Meat Lab. We definitely appreciate your support!



Jeff & Jon hard at Work!



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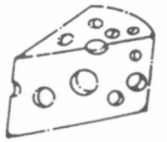
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NDSU VISITORS

By: *Curtis Alexander*

In the last weekend of November, the NDSU Dairy Club came down to visit and socialize. Friday night we discussed ways to improve club size, and club activities for our respective campuses. Saturday morning we toured the SDSU campus, the research dairy unit, dairy manufacturing plant, and showed them what our club fundraiser of cheeseboxes entitled. We then broke for lunch, having pizza and ice cream at the SDSU Dairy Bar. In the afternoon we toured Hilltop Dairy, a future 1500 cow dairy with a carousel parlor, by Elkton, SD. Next, we toured Postlane Dairy in Volga, SD; observing a high quality registered herd with excellent heifer raising facilities. Later that day NDSU headed back to Fargo, ND. We all had an excellent time and hope to gather again in the future.



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Dedicate yourself to help keep the SDSU Dairy Club activities important parts of your college education.

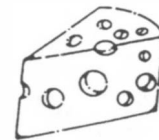


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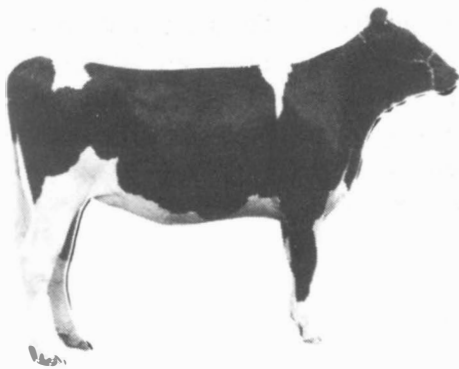
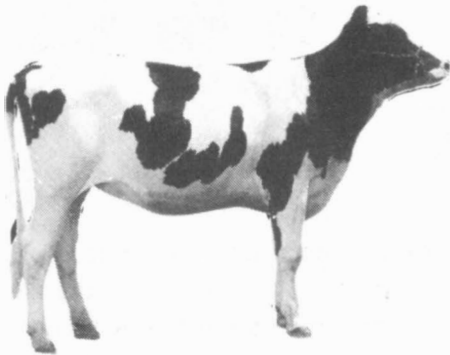
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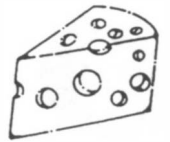


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ADSA-SAD IN KANSAS

By: Jon Qual

Ten Dairy Club Members piled into a SDSU van on Friday, February 12 at 6:00 a.m. for the seven-hour ride to Kansas State University. Dr. Henning once again was kind enough to accompany the members as their chaperone and driver.

The ride went quite well, only stopping twice along the way. Patrick was glad to see the ride coming to an end early in the afternoon. The van rocking back and forth in the wind was a little too much motion for his stomach. After



arriving in Manhattan, we all settled in at the Holiday Inn for the night's activities.

Curt, Eric, Darrel, and Ryan represented the club in the quiz bowl contest. Some challenging questions were asked, but our team was still able to get in quite a few correct answers. They all were using Mountain Dew to stay quick for punching in to answer. The battle was close, but Iowa State slipped passed us with a slim margin of victory.

The rest of Friday was spent partying away at the dance, swimming, playing pool or ping pong and for some, just "lounging" around. Needless to say, some of us got more rest than others. Ryan and Steve both were too tired to find their way into pajamas.

Saturday morning came all too early for everyone. By a little after eight o'clock, we arrived at the KSU Student Union for the official business meeting. Darrel Christoph was busy with his Vice President duties. Curt chose to run for an office with a small push from Darrel. To his surprise, he was elected to be Officer at Large for this current year. We were quite proud of Curt's excellent speech that aided him in his election.

In the afternoon, we toured the Dairy and Beef Units at KSU. Jeff made sure to check over all of KSU's facilities thoroughly. Then we watched Fort Riley's Mounted Color Guard put on a show. Their horses are trained diligently and proved to us that they are extremely well trained.

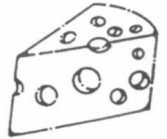


The evening's formal banquet ran smoothly and Andrew McRae, past National FFA President, proved to be a very professional, intelligent speaker. We put together a short skit for the talent show, that even got a few laughs. After the talent show the dance began and practically never ended until some schools actually had to head home. By the end of the night, everyone was busting a move or two. During the evening, Steve became well known for making milk shakes with his blender.

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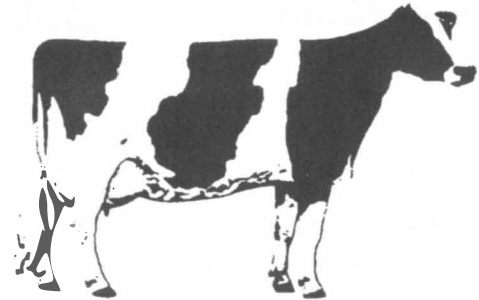


After finding everyone (Jon), we packed in less than five minutes and jumped into the van. The trip home seemed to last for an eternity, but actually Dr. Henning made excellent time driving us back to Brookings on Valentine's Day. We were all tired, but agreed that the trip was well worth the lack of sleep and energy on Sunday. We're looking forward to next year at University of Wisconsin-Madison.



Finally, here are a few Club Honors and Awards.

- Darrel upholds his title of Mr. Yellow Pages bringing home a phone number once again.
- Janelle was approved as passing freshman initiation.
- Jeff earns the nickname "Curious George" for his thorough examining of the KSU Animal Units.
- Kelly proved to be our outstanding dancer for the weekend.
- Finally, Curt and Jon were named "Milker" #1 and "Milker" #2.



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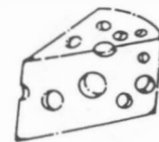
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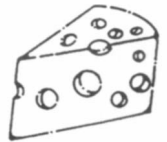
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SOUTH DAKOTA DAIRY PRINCESS



**Melissa
Pinkert**

Greetings from the 1999 South Dakota State Dairy Princess. I am Melissa Pinkert, the 19 year old daughter of Neil and Sonja Pinkert of Big Stone City, South Dakota. I am also the sister of Heather Pinkert, the 1997 South Dakota State Dairy Princess, and am proud to be part of the only sisters to have ever both worn the crown.

I am currently a sophomore at SDSU, double majoring in Animal Science and Ag. Business with a minor in Journalism. I also keep busy participating in Collegiate 4-H, the SDSU Dairy Club, and serving on the Little International staff.

I was raised in the northeast corner of South Dakota, which has become increasingly popular to the dairy industry. My family farm made the change to family corporation in the early '80's and continue to milk about 175 Grade Holsteins.

Although I was never required to help with day to day chores, I was able to explore other aspects of the dairy industry by showing, judging, and giving a variety of speeches on dairy. This along with 4-H and FFA started my interest in the dairy industry and encouraged my involvement in the Dairy Princess program.

Serving as the goodwill ambassador to South Dakota's Dairy Industry will keep me busy throughout my year-long reign. A variety of appearances have kept me occupied for the last several months, such as food showcases, parades, the ADA-SDSU Milk Break Basketball Clinic, the Milk: From Cow to You Program, and speaking to various groups have allowed me to meet a variety of people in a short time. I am looking forward to this summer's activities with great enthusiasm. I am extremely excited to appear at various open houses, cattle shows, and media events. Not to mention cooking for Monday Menu on Kelo-Land TV and keeping busy at the South Dakota State Fair. During my reign as the South Dakota State Dairy Princess, it is my goal to spread the positive messages of the dairy industry, while providing accurate information to current and future dairy product consumers. I also wish to serve as a role model for young children, while also informing them of the dairy industry and REAL Dairy Products.

If you are interested in having me attend a dairy promotion activity or are interested in the Dairy Princess Program, please contact Char Hovland at the South Dakota Dairy Promotion Association at (605)-692-4812 or (800)-642-3895.

Da-Co-Ton Holsteins

Robert & Lyla Hogg

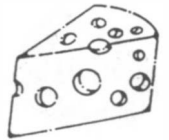


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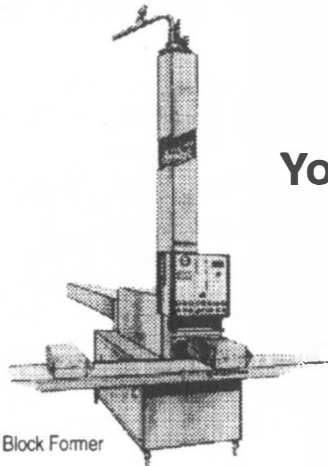


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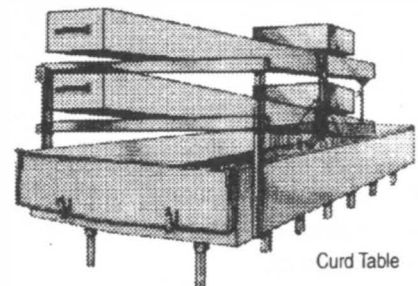
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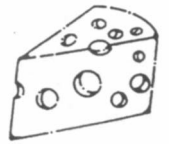
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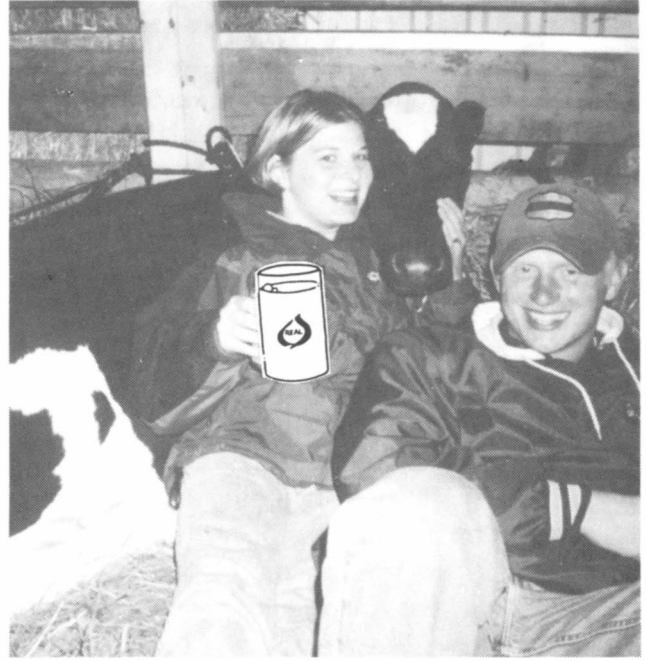
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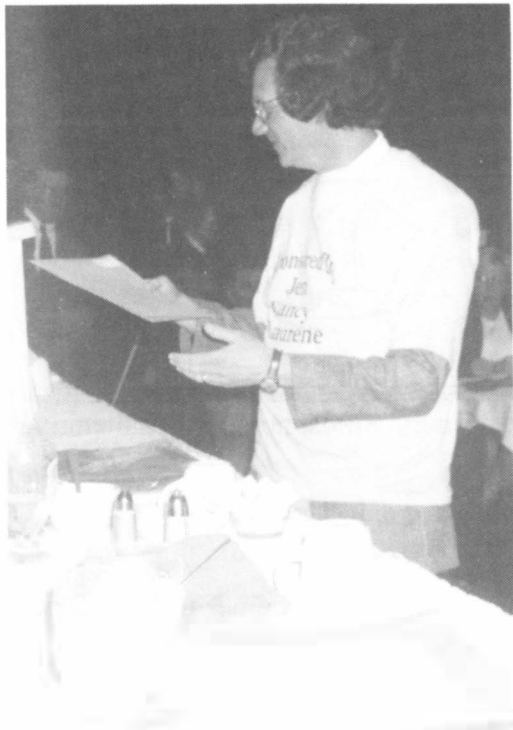
CANDIDS



Jon Qual on "Poop Patrol"



"Angela, Is that a HOLSTEIN?"



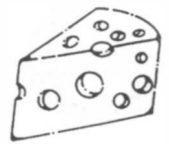
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They claim to be Seniors in College!?

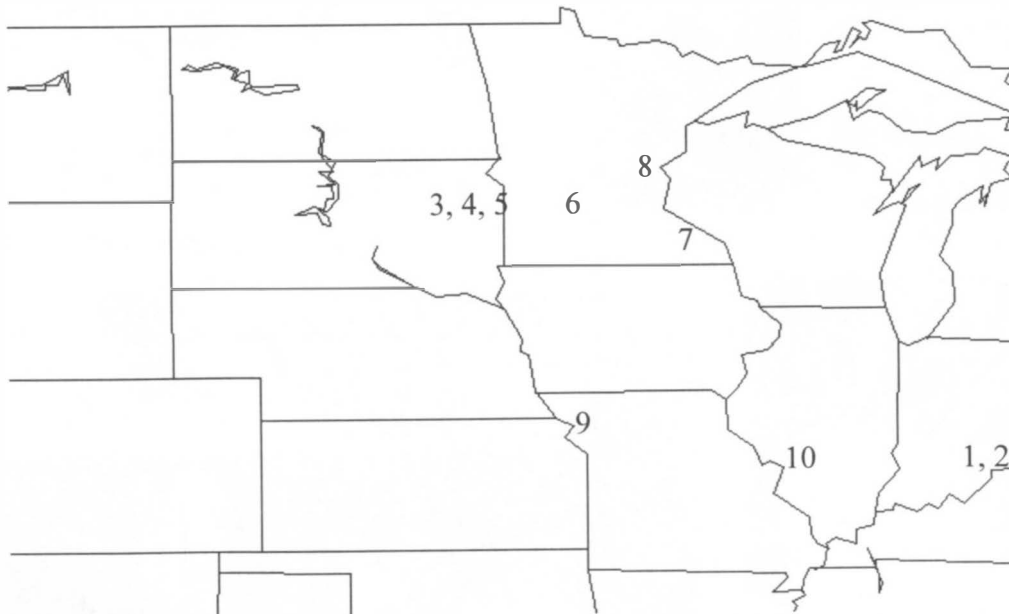


Behold...



INTERNSHIPS

- 1. Laurene Soukup Crossroad Farms/ Kroger, Indianapolis, IN
- 2. Steve Banks Crossroad Farms/ Kroger, Indianapolis, IN
- 3. Jamison Vanden Eide Davisco Foods International, Lake Norden, SD
- 4. Melissa Post SDSU Dairy Plant, Brookings, SD
- 5. Cari Leuthold Hammink Dairy, Bruce, SD
- 6. Robyn Kranz Kraft Foods, New Ulm, MN
- 7. Paul Ruger Marigold Foods/ Kemp's, Rochester, MN
- 8. Jason Engels Marigold Foods/ Kemp's, Minneapolis, MN
- 9. Sheri Moeller Farmland Industries, Kansas City, MO
- 10. Kelly Jonsgaard Southwestern Company, Belleville, IL



Laurene Soukup

Crossroad Farms

This past summer I interned at Crossroad Farms Dairy in Indianapolis, Indiana where I worked in the ice cream department as a management trainee. Throughout the summer, I worked in every area of the ice cream department. By working in this department, I had the ability to see how the products were made and how the machines ran. Also, I gained some supervisory experience. I thoroughly enjoyed my summer at Crossroad Farms Dairy

because of the friendly atmosphere and challenging experiences.

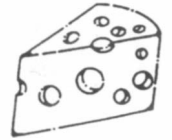
Steve Banks

Crossroad Farms

I had a great opportunity last summer to intern with Crossroad Farms (a Kroger Company Plant), in Indianapolis, IN. I was placed in the quality control laboratory in an ice cream, fluid and cultured product plant. It was an interesting experience in a larger city, and I appreciated the opportunity.



Behold...



Jamison Vanden Eide

Davisco Foods International

During the summer of 1998, I chose an internship at Davisco Foods International, located in Lake Norden, SD. During the summer months, I was trained on a reagglomerating spray dryer for both dairy and non-dairy powders. My training consisted of all aspects of production, quality control and some supervision of the entire drying area. I was more than satisfied with the experience, and in fact, I am still employed at the plant as a spray dryer operator. Davisco Foods definitely provided me with a great learning experience and an excellent opportunity to expand my knowledge base as a Dairy Manufacturing student.

Melissa Post

SDSU Dairy Plant

"We have to make cheese again? Do you know how hot it is back there?" This past summer I had the immense pleasure of working at the SDSU Dairy Plant. My fellow workers were Audrey Sneer (Speedy), Heather Pinkert and Kristin Sharp. Between van trips and water fights, I learned the ins and outs of a processing plant. My favorite task this summer was making cheese although the heat index probably muddled my brain. I also enjoyed making ice cream mix, freezing ice cream and learning general plant procedures. My summer was productive and enjoyable! I have a new appreciation for the manufacturer's of dairy products.

Cari Leuthold

Hammink Dairy

In 1998, I interned at Hammink Dairy of Bruce, SD. It is a very modern 500-cow dairy farm with a double 12 parallel parlor. I learned herd health skills, vaccination programs, reproduction/breeding programs and experienced employment on a large farm. I realized that larger farms have a lot more of a schedule to follow and that procedure is important. From my experiences, I have a better idea of what I plan to do after graduation, and what

I hope to avoid. I want to thank Hammink Dairy for the great learning experience and the part it had in my education.

Robyn Kranz

Kraft Foods

Cheese, crackers and computers. What do they have in common? Definitely more than anyone could imagine! I focused most of my time last summer familiarizing myself with these aspects of the business. You are now wondering what else are these to know besides taste, appearance, and numbers. But I focused on a project where weights, numbers and quality were compared to reduce waste in the Dessert and Beverage Division. I learned to manipulate numbers and compared the weights on Excel and Access during the summer. As I continue my education, I have begun to understand why computer knowledge will help me in any job as it is used in different ways throughout the industry. These learning tools are important and I will build these experiences for the rest of my life. As I continue my education, I see many other opportunities for the use of my knowledge that I gained from Kraft Foods in New Ulm, MN.

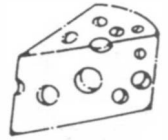
Paul Ruger

Marigold Foods

This past summer I worked for Marigold Foods (Kemp's) in Rochester, MN. I was placed in the milk cooler and filled in for people on vacation. Kemp's recently built a new cooler, which allowed for more storage space and quicker shipping. About 15 employees, over three shifts manned the cooler, I was privileged enough to work on each. The toughest job was pulling milk off the line coming in the cooler from production. This was referred to as "picking" because of the long metal hooks used to move the stacks of milk crates. These stacks were placed on islands with chains running on either side. This made rotation easier as the newer code date milk was placed behind the old, which was pulled onto chains on the opposite side to be shipped out. Each order was automatically palletized and then



Behold...



loaded onto semi trailers. We also stocked Kemp's cultured products for delivery, which were processed at a different facility. I had various jobs from filling orders to running the forklift, but the most important thing to remember was to keep moving, otherwise you FREEZE!

Jason Engels

Marigold Foods/ Kemp's

This past summer I worked at the Marigold/Kemp's Fluid Milk Plant in Minneapolis, MN. I performed duties such as: shipping/receiving, blowmold, quart filler, and cooler work.

It was an overall educational experience and I had the opportunity to meet a lot of good people.

Sheri Moeller

Farmland Industries

I spent last summer working in Kansas City, MO for Farmland Industries. The most valuable aspect of this internship was its diversity. I spent most of the summer working on Farmland's Youth Leadership Conferences with five other interns. We traveled to eight states presenting the conferences to high school students. This was a great opportunity to see how Farmland's Cooperative System worked on a local level. I also worked with the International Sales Division on a marketing project for Mexico.

This internship made me realize the importance of having a well-rounded education. I feel confident that the courses I am taking for Dairy Manufacturing could easily be applied to any food science. The experiences that I had over last summer showed me the diversity that is available for those of us in the agriculture field.

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Kelly Jonsgaard

The Southwestern Company

For my summer internship, I was affiliated with The Southwestern Company. The company offers a Sales and Management Training Program exclusively for college students which is open to all majors.

It has been the best summer job I have found. I learned lifelong skills, developed my weaknesses, expanded my strengths, and had a lot of fun. This job also allowed me to make enough money during the summer, so I could focus more time on my studies and campus organizations. Another asset that I like about this program was that we sold educational books to help out children with their schoolwork. We were also able to travel. I get to spend nine months of my time in South Dakota, and it was neat to be able to spend one summer in Jacksonville, North Carolina and another summer in Belleville, Illinois.

I would encourage students to check out this opportunity. Working with The Southwestern Company has allowed me to gain experience over the summer to help me get an edge when applying for jobs.





Behold...



CANDIDS



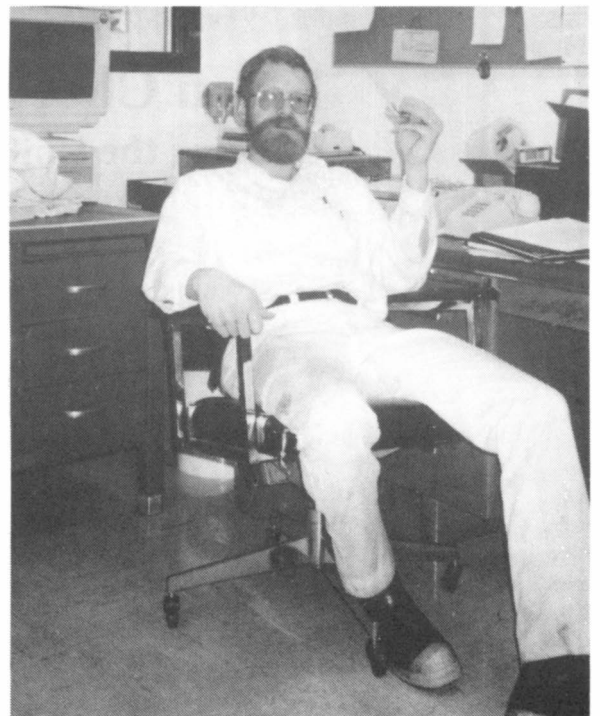
"Is the grass greener on the other side?"



Rachel and The "Nugget"



"You call this Work?"



"What's with these State Employees?"

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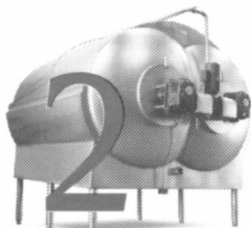


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