



FOR IMMEDIATE RELEASE
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George Heersche, Jr. Receives Hoard's Dairyman Youth Development Award

Savoy, IL – The American Dairy Science Association is proud to announce George Heersche, Jr. as the 2008 recipient of the Hoard's Dairyman Youth Development Award. The award was presented on Wednesday, July 11, 2008, during the awards ceremony at the ADSA Annual Meeting in Indianapolis, Indiana.

The Hoard's Dairyman Youth Development Award was created to recognize a candidate who has had significant involvement in dairy-related youth activities either in a professional or volunteer capacity for a minimum of ten years. The recipient shall be highly regarded in the dairy industry for his or her role in personal development of dairy youth and for enhancing knowledge of and interest in the dairy industry. The winner need not be a member of the American Dairy Science Association, and may have worked with youth of any age, in many possible capacities such as coach, counselor, teacher, advisor, mentor, chaperone, or supervisor.

George Heersche is professor and extension dairy specialist at the University of Kentucky. According to his nominator, "Dr. Heersche changes lives." What greater professional accolade could any of us desire? Heersche is recognized both nationally and internationally as an expert in dairy youth development. His efforts are focused on conducting superb dairy educational programs and managing 4-H educational programs so they are conducted to the greatest benefit to the youth participants.

It is with great pleasure that ADSA and Hoard's Dairyman present George Heersche, Jr. with the 2008 Hoard's Dairyman Youth Development Award.

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