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**FOR IMMEDIATE RELEASE**  
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### **Dr. Roger Natzke Receives ADSA Distinguished Service Award**

**Champaign, IL** – The American Dairy Science Association is pleased to announce Dr. Roger Natzke as the 2010 recipient of the ADSA Distinguished Service Award. The award was presented on Tuesday, July 13, 2010, during the awards ceremony at the ADSA Annual Meeting in Denver, Colorado.

The ADSA Distinguished Service Award was created to recognize unusually outstanding and consistent contributions to the welfare of the dairy industry, either directly or indirectly. The award shall be based upon a broad, even nonscientific, contribution. Thus, outstanding achievements by those in industry, public administration, or academic administration shall qualify. The contribution may be national or international. The Distinguished Service Award is not for ADSA accomplishments.

Natzke is professor emeritus and past chairman of the Department of Dairy Science at the University of Florida. Throughout his career, Natzke has demonstrated a flair for visionary thinking and the skills to realize that vision. His actions to create a partnership with the Florida dairy industry serve as a model for effective industry–university collaboration. An important innovation was the formation of the Dairy Advisory Committee, in which farmers came to Gainesville twice a year to talk to faculty. Natzke moved aggressively to establish a Dairy Business program at Florida that has served as a national model. This spirit of partnership culminated in the formation of the Florida Milk Checkoff Program, where dairy farmers use a small portion of milk income to support research, teaching, or extension projects. Nationally, Natzke led efforts with FAIR '95 to bring industry priorities for research, teaching, and extension to congress. He was a key leader in the formation of FASS and served on the FASS board, as well as the board of directors of the National Mastitis Council.

It is with great pleasure that ADSA presents Dr. Roger Natzke with the 2010 ADSA Distinguished Service Award.

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