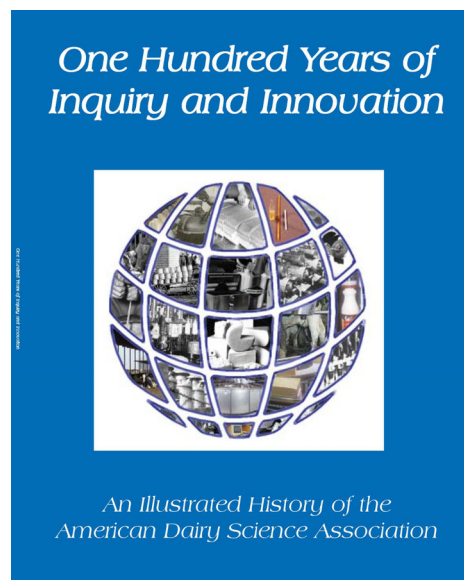

ADSA™ Centennial Celebration Commemorative Media

One Hundred Years of Inquiry and Innovation — A Large-Format Book

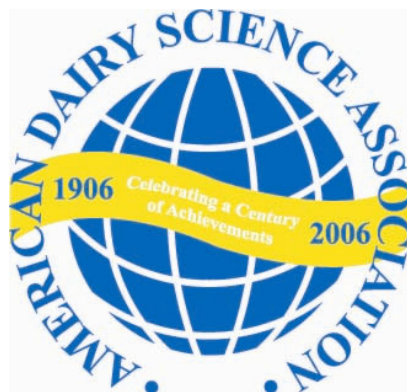


One Hundred Years of Inquiry and Innovation is a coffee table book containing over 260 images that depict the history of the dairy industry as influenced by ADSA members. The book presents a timeline beginning just prior to the founding of ADSA and continuing through 2005. The text describes milestones in dairy foods and dairy production research and the extension of new ideas to commercial applications. Trends of dairy production and consumption also are presented throughout the book. Some of the events highlighted include: the founding of ADSA, changes in cow testing and genetic evaluations, the advent and expansion of artificial insemination, improvements in the understanding of nutrient requirements for dairy cattle, advances in cheese-making, the development and refinement of starter cultures, the emergence of

wehly from waste product to valuable resource, effects of automation and computerization, the establishment of the *Journal of Dairy Science*, and changes within ADSA. Photos chronicle many of these events and reflect changes in milking, housing, feeding, and managing dairy cattle as well as the progression of equipment used in processing milk and dairy foods.

To order a copy of *One Hundred Years of Inquiry and Innovation* — [Click Here](#)

The American Dairy Science Association: The First 100 Years — A DVD History



The American Dairy Science Association: The First 100 Years. This Centennial DVD includes two programs: a 20-minute history of the ADSA and a 10-minute presentation, *The World of Dairy Science*.

The First 100 Years will provide viewers with an overview of the ADSA's origins, its growth, and its current contributions to the global dairy industry. This retrospective highlights the development of *The Journal of Dairy Science*, the ADSA Student Affiliate Division, the association's awards program, and the ADSA Foundation. The content includes a number of comments from recent Past Presidents of ADSA. This program

provides current ADSA members with an excellent presentation to share with potential new members!

The World of Dairy Science is a concise program touching upon current topics in dairy production and dairy manufacturing. The presentation includes comments from current ADSA members, as well as, insights from dairy producers. This program, which will be shown during the Centennial Annual Meeting's Opening Ceremony, could be used for short presentations at service club meetings and in classroom situations.

The American Dairy Science Association: The First 100 Years

Available to attendees free of charge!
2006 ADSA-ASAS Joint Annual Meeting
July 9-13, 2006
Minneapolis, Minnesota

The videos are available for download at <http://www.adsa.org/dvdhistory.asp>