

Core Honored as Industry Person of the Year

Maurice (Maury) E. Core, Columbus, Ohio, has been selected as the 2009 World Dairy Expo Industry Person of the Year. This honor is one of the industry's most celebrated awards and tributes Core for his lifelong vision and leadership in the dairy industry.

"Over the past several decades, there have been a number of dairy industry pillars who have been noteworthy," noted Steven A. Larson, managing editor of *Hoard's Dairyman*. "Maury Core is clearly one of those pillars."

Core has been monumental in the progress and advancement of the Jersey breed and has dedicated his life to the dairy industry in its entirety.

Raised on his family's Jersey dairy in Indianola, Iowa, he took an interest in dairy judging as a youth. In 1945, he was a member of the winning dairy judging team and placed third individual at the National 4-H Dairy Cattle Judging Contest. Core attended Simpson College, Indianola, Iowa, for one year and then transferred to Iowa State University, Ames, Iowa. He continued dairy judging throughout college and was the third high individual and a member of the winning team at the 1951 National Collegiate Dairy Cattle Judging Contest. He graduated with a bachelor of science degree in agriculture and dairy science. Following graduation, Core attained the position of herdsman for the Jersey and Guernsey herds at Curtiss Candy Company Farms in Cary, Ill.

In 1956, Core began his 37 years of service with the AJCC as an area representative in the Midwest, covering the 10 states of Colorado, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota and Wisconsin. He then served the AJCC in the organizations headquarters in Columbus, Ohio, as a Special Representative, Executive Assistant and Assistant Secretary, and most recently as the Executive Secretary and Chief Executive Officer (CEO) of the AJCC, National All-Jersey and All Jersey Sales Corporation in 1985.

During his tenure, Core fulfilled a wide variety of responsibilities within the AJCC. He operated as representative for the Jersey youth programs, managing editor of the *Jersey Journal*, and administered The All American Jersey Show and National

Jersey Jug Futurity. Additionally, he led the performance, registration, information and Jersey Marketing Service (JMS) departments. Serving as the first manager for JMS he coordinated the first National Heifer Sale and All American Jersey Sale in 1971 and helped establish the two



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national sales into the premier events they are today. Core is also credited for the initiation of the linear type appraisal for the Jersey breed, which began the installment of similar programs for all dairy breeds.

Core retired from the AJCC in 1993 after his service of nearly four decades for the association. His years of experience with all facets of the Jersey organization made Core a well-respected and admired peer by Jersey cattle breeders across the country.

"One of Maury's significant, but often overlooked accomplishments, is the role he played in moving the Jersey breed from being a 'hobby' breed to a 'commercial' breed," stated Calvin Covington, Core's successor at the AJCC and current CEO of Southeast Milk Inc., in a letter of support. "It was a battle for the Jersey breed to make this transition. Without someone of Maury's personality and background in a senior leadership position at the AJCC this transition might not have occurred or the battle wounds would have been much greater. Today, instead of the Jersey breed being on the endangered species list, the Jersey cow and its organizations set new records for growth every year. Maury played a major role in this happening."

Following his retirement from the AJCC, Core was named the Executive Director of the National Dairy Shrine (NDS) in 1997. He served the NDS in this capacity until his subsequent retirement in 2008.

Throughout his 11 years of leadership with the NDS he led the organization to significant gains in membership, guided a \$250,000 fundraising campaign to renovate the Dairy Shrine Museum located in Fort Atkinson, Wis., and raised funds for youth scholarships.

An advocate for dairy research and youth programs, Core has been a strong supporter through the Jersey organization, universities and NDS. Under his direction during 1986 and 1993 the AJCC Research Foundation raised \$750,000. Core has also been a dedicated proponent of research at Iowa State University and The Ohio State University as well as other institutions across the country. He has assisted in raising significant funds for Jersey youth scholarships and upon his retirement from the AJCA the Maurice E. Core Youth Fund was established by the organization to honor his commitment. His support of youth programs continued as he took the reigns of the NDS and doubled the funds available for youth awards and scholarships.

Outside of his leadership for these two organizations, Core served the dairy industry through additional outlets. He is a 53-year member of the AJCA and NDS, along with American Dairy Science Association, Iowa 4-H 400 Program, Alpha Gamma Rho Fraternity and Alpha Zeta (Honorary Agricultural Fraternity).

He was a member of the advisory committee for the North American Dairy Show held in Columbus, Ohio, from 1962 to 1977, and as the show relocated to Louisville, Ky., in 1977, he served on the dairy advisory committee of the North American International Livestock Show until his retirement from the AJCC in 1993.

Core served as a director of the Purebred Dairy Cattle Association (PDCA) and served as a representative for the PDCA to the Council on Dairy Cattle Breeding. For five years, he served as chair of the linear type committee for the Council on Dairy Cattle Breeding. Additionally, he served as a director of the National Pedigreed

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Livestock Council. In 1992 to 1993, he served as president of the NDS and followed this term by serving as director of the World Jersey Cattle Bureau from 1993 to 1995.

Honored by the NDS in 1997, Core was recognized as the Guest of Honor at the organization's annual banquet held in conjunction with World Dairy Expo, in Madison, Wis. The following year, he was recognized as Iowa State University Dairy Science Club Distinguished Graduate.

Core declared in 1993 upon his retirement from the AJCC, "I have been fortunate to be able to do the kind of work I enjoy most—working with dairy people and dairy cattle."

Maurice and his wife ,Carole, have raised three children. Carole is also actively involved with the NDS and coordinates the silent auction each fall at World Dairy Expo.

The 2009 World Dairy Expo Industry Person of the Year award will be presented on Wednesday, September 30, 2009, at the World Dairy Expo's Dinner with the Stars at the Alliant Energy Center in Madison, Wis. The award is sponsored by Accelerated Genetics, Dairy Herd Management, Merrick Animal Nutrition and Intervet/Schering Plough Animal Health.