

Welcome to Oklahoma and the Heart of America Expo!

In 1977, eight men met with an idea to have a Brown Swiss Sale that would benefit the Brown Swiss Associations of their states. These men were Don Head and Stan Day of Oklahoma, Vernon Huneke of Nebraska, Loren Johnson and John Lust of Kansas, Mason McCubbin and Gary Fulp of Missouri, and Brown Swiss Field Representative, Jim Shaw. The results of this meeting became the Heart of America Sale. The first sale was held in Tulsa, Oklahoma in 1978. The sale was managed by Brown Swiss Enterprises. Each state association would receive a two percent kickback from the sale. From that first sale until today, the Heart of America Sale continues. In 2006, we celebrated our 29th year of the Heart of America sale by bringing the Southwestern National Brown Swiss Show to Stillwater. As we celebrate our 41st year for the sale and the 13th year to host the Southwestern National show, the Oklahoma Brown Swiss Association is again honored to host this event. However, it is only possible because of the joint effort of many members from Arkansas, Colorado, Kansas, Missouri, Nebraska, Oklahoma, and Texas.

The Oklahoma Association was formed in 1948. Since that time, we are proud to have had several District Youth Achievement winners and two National Youth Achievement winners, Janell Brehm from Loyal, Oklahoma, and Chelsea Cobb of Perkins, Oklahoma.

Southwestern Breeder's Cup

The Southwestern Breeders Cup will be awarded to the Grand Champion Female of the Southwestern National Show. Inscribed on the trophy are the names of the Foundation Brown Swiss Breeders.

These Breeders, some whom are no longer with us, were instrumental in the progression of the Brown Swiss breed in the surrounding states. Each year there will be more names added to the trophy. This year we are proud to honor the following breeders:

<u>Foundation Breeders</u>	<u>Page</u>
Arkansas	3
Colorado	3
Kansas	5
Missouri	8
Nebraska	10
Oklahoma	10
Texas	15

List of Foundation Breeders

ARKANSAS	
Orville and Vera Kurtz – Rancho Rustic	Hermann and Gertrude Zollinger
Alexis and Heidi Roulet – Casa De Loma Ranch	Elmer, Irene and Steve Ausmus – Ideal Acres
COLORADO	
Bill and Velva Notter	Hank Williams – Rock N Pines
Hiroshi Tateyama – Tatey’s Swiss Farm	Marc and Janel, Gregg Wailes and Glen Huwa – Double W Dairy
KANSAS	
Waldo Enns – Top View Ranch	John Lust
C. C. Lewis – Pilot Knob Farms	Gerry & Wanita Schrag
Earl Weber – Fairlawn Farms	Nisly Families
R. O. Elliott	
MISSOURI	
Mason and Dorothy McCubbin	Gary and Sue Fulp – Fulp Brown Swiss
Marvin Kruse – Bonanza Farms	Walter and Laura Wittorff – Wittspride Brown Swiss
NEBRASKA	
Roland and Twyla Hellbusch, Loren – Lyndale Swiss	
OKLAHOMA	
Don and Shirley Head – Head’s Crest Dairy	Matt and Helen Laub – Laub Dairy
Mike and Edith Thomson and Louis and Dorothy Hawkins – Thom-A-Hawk Farms	Billy and Wilda Reedy – Catulpa Lane Dairy
Leonard and Francis Hembree – Red Bud Brown Swiss	Ivan and Doris Minor – Washita Valley Dairy
Fred and Winifred (Sis) Garms	Alfred and Margaret Cobb
Milton and Odie Stotts – Stottsdale Dairy	Bryan and Teresa Reedy – LynRae Dairy
Donovan and Dorothy Hawk – Hawk Dairy	
TEXAS	
Vincent and Louise Braddock – Brad-Lou Swiss Farm	Elgin Marquart – Mar D Swiss
Clifton and Marieta Alexander	James and Jane Moyers – Sandy Creek Farms
Glen Mitchell – Michelle Valley	Larry and Sally Paaske – Tierra Verde

ARKANSAS

Orville and Vera Kurtz – Rancho Rustic

Orville was a third generation Brown Swiss breeder. He was originally from Cedarburg, Wisconsin. In 1975, he became a field representative of a nine state area for the Brown Swiss Association and settled in Fort Smith, Arkansas. He had several head of Brown Swiss that were housed at the Laub Dairy in Oklahoma and later at the Stuebers' Dairy in Arkansas. The Rancho Rustic cattle earned several All American nominations. After Orville passed away, the herd was dispersed at the 1997 Heart of America sale.

Alexis and Heidi Roulet – Casa De Loma Ranch

In 1978, Alexis and Heidi purchased 25 cows from Don and Shirley Head along with a few cows from a dairy in northern Oklahoma. When they were married they also received two cows and a heifer from Heidi's parents, Hermann and Gertrude Zollinger. They ran their dairy in Northern Arkansas until 2002 when Alexis passed away. Their herd was dispersed in 2003 but Heidi kept a few cows and heifers. The cows were sent to Stueber's for milking. Since that time Heidi has purchased a few heifers and cows. She recently purchased a cow, "Jordans P. Heidi", that was Grand Champion at the 2006 Minnesota State Fair.

Hermann and Gertrude Zollinger

Hermann and Gertrude came from Switzerland to Carmel, New York in 1953. He went to work on a Brown Swiss farm and later rented the farm and, after six years, they moved back to Switzerland. Three years later they moved back to Vermont and began a dairy with the Gypsy Trail prefix. They moved the dairy to Arkansas around 1974. Their herd was dispersed in the late 80's with some of the cows going to South America and Manitoba, Canada.

Elmer, Irene and Steve Ausmus – Ideal Acres

The Ausmus family originally purchased cattle from the Rocky Hill dairy in Bartlesville, Oklahoma along with several head from the Circle W Dairy in Arkansas. Among those acquired from Rocky Hill were several from the Arbor Rose herd. From Circle W they acquired Circle W Susie Pep who was the dam of Ideal Acres Stretchy Pepper who was developed by Head's Crest Dairy and Larry Paaske. Pepper was the great grand dam of Pete Rose. Steve showed in Arkansas, Oklahoma, Missouri, and was always competitive.

COLORADO

Bill and Velva Notter

In 1959, after working for 18 years with registered Brown Swiss in New Jersey, Connecticut, and Massachusetts, the Notters established their own herd on a rented farm in Gladstone, New Jersey. They started with 20 cows which they purchased and their son's 4-H calf. They registered the prefix "Ventures" to provide room for expansion. In 1965 the herd was moved to a farm in Cobleskill, New York and later to Holyoke, Colorado in 1978. During the next 43 years, they purchased 16 females and 2 herd sires and registered a total of 1715 Brown Swiss. The "Venture" cattle were shown in National shows from one end of the country to the other. They have sold to breeders in 34 states and exported to 13 countries. They developed two A.I. sires, Ventures Sunny Bruce and Ventures ESP Babaray. Bruce and Babaray were from a five generation superior brood cow family. In 1975 the herd was able to feature their lifetime production genetics with a 5-cow million pound herd, 5 living cows with over a million pounds of milk. They were able to match this record until their retirement in 2001.

Colorado continued

Hiroshi Tateyama – Tatey’s Swiss Farm

Hiroshi was born in 1916 in Ault, Colorado, his parents were Japanese immigrants. He spent his entire childhood on the 80 acre family farm. Because his father was disabled when he was 11, he had to drop out of school to help support the family. He married Yoshiye Sakurai in 1940. In 1947 they purchased a farm 4 miles east of Ault, Colorado that would later be known as Tatey’s Swiss Farm. In 1948, their herd was started with 35 Holstein and grade Brown Swiss cows. The first registered Brown Swiss cow and bull were purchased in 1950. In 1957, he had the Grand Champion Bull and Reserve Champion Brown Swiss Female at the Colorado State Fair and the Wyoming State Fair. His main cow family was the Gypsy Girl F. In 1960, he had a Brown Swiss cow that was one of the first cows to surpass the annual milestone of 1000 pounds of butterfat in Colorado. In 1966, he purchased “White Cloud Jason’s Elegant” at the National Convention Sale. In 1973, his herd consisted of 126 milking cows and 120 heifers and bulls. He won the “Ira Inman PTPA Award” many times. He served as Director for the Brown Swiss Association for nine years. Hiroshi Tateyama passed away at the age of ninety on July 9, 2006.

Hank Williams – Rock N Pines

Hank started his dairy in 1940 and it became one of the larger Brown Swiss herds with 90 cows in milk. He was on official test and made a lot of high records at an altitude of almost 10,000 feet, attesting to the adaptability of the Brown Swiss under adverse conditions. He shared his genetics with breeders across the country by consigning to sales. He liked showing and attending shows at Waterloo and the Cow Palace, transporting his show herd by box car. He was well known as a true character and his cattle were recognized everywhere because he always named them with just one word – many of which were Indian names.

Colorado Foundation Breeder added in 2013

Marc and Janel, Gregg Wailes and Glen Huwa—Double W Dairy

In the 1920’s, Leroy Wailes started milking Brown Swiss cows on a rented farm in Milliken, Colorado near Greely. William Wales, Sr took over the farm in 1947 and moved to Johnstown. After a year or so, William sold some of the cows back to Leroy provide his family of eight children. Due to the growing herd, in 1970 the family purchased a farm in Kersey, Colorado. As the herd continued to grow, he relocated to Holyoke in 1978 where they currently reside. It was shortly after the move when William Wales Sr. passed away leaving the farm to sons Marc and Gregg Wailes and daughter, Debbie Huwa with husband Glenn. The herd increased when Glenn, Gregg and Marc make the decision to purchase more Swiss cows. In the early 1990’s, they bought the Elk Creek herd out of Nebraska, a good herd of cows from the Nisly’s in Kansas, purchased good quality cattle from private sellers, and Brown Swiss Sale Service.

For us it is a matter of pride in ownership and satisfaction in following ancestry and bloodlines. Gregg is in his feed truck 365 days of the year, maintains herd management and is real articulate when it comes to feeding cows. Marc’s responsibility is fresh cows, herd health, reproduction and AI breeding of all heifers. Glenn is the mechanic and keeps everything running smoothly. Janel is the bookkeeper and spends many hours on the office computer.

Marc and Gregg have milked cows their whole lives. They have seen a lot of generations of cows and still love their Brown Swiss very much. They have seen a lot of generations of cows and they still love their Brown Swiss very much. They have been one of the longtime producers in the state of Colorado. Currently, they have been one of the longtime producers in the state of Colorado. Currently, they are milking over 500 registered Brown Swiss with over 1000 total including heifers making their herd the largest Swiss herd in the United States.

KANSAS

Waldo Enns – Top-View Ranch

Waldo began raising Brown Swiss in the 1950's and he purchased his first heifers from Frank Weber in Kingman, Kansas. Waldo and Ella Mae purchased their first farm near Inman, Kansas in 1959 and named it Top-View Ranch. Since he worked at Morton Salt, he had to keep his milking herd small. He always said, "milk they should, show they must". He began showing at the Kansas State Fair in 1957 and did not miss a show there for 40 years. He also showed in Topeka, Waterloo, Madison and Dallas. He especially enjoyed showing in Oklahoma City and Tulsa. He judged several shows and loved to encourage the juniors.

C. C. Lewis – Pilot Knob Farms

C. C. Lewis showed cattle just about everywhere. His cow "Pilot Knob Patty" was Grand Champion at Fort Worth Stock Show.

Earl Weber – Fairlawn Farms

Earl Weber developed several bulls in the Brown Swiss breed, but was best known as the breeder of "Fairlawn Sleepy Indian".

R. O. Elliott

R.O. Elliott raised and showed Brown Swiss cattle. He had lost a leg when he was young and showed in the ring with a cane. He took a special interest in the youth and always tried to encourage them. He loved showing at the Kansas State Fair and never missed showing there.

John Lust

John purchased a cow from the Arthur Hurst dispersal in 1967 named "Patsy's Destiny Tina". From this cow he developed "Lar-Le Stretch Titan" who was a great influence on the breed.

Kansas Foundation Breeder added in 2016

Gerry and Wanita Schrag

Gerry and Wanita both grew up on farms and were married in 1960. They rented a small farm and milked a few cows with a portable milker. One of those was a Swiss they bought from the Hesston Sale Barn. The Swiss quickly became a favorite with its calm demeanor in comparison to its Holstein counterparts. With the addition of children, Tony in 1961 and Annie in 1963, things got even busier as they built their new home in January 1966. However, later that same year life took a dramatic turn with the death of Wanita's father, Elmer. Following Elmer's death, the opportunity came to expand the dairy. They purchased some cows from the Stucky family, including the milk base and built a dairy barn. As they replaced those original cows, they remembered the Swiss and their docile temperament (not to mention those big brown eyes and ears). The family was complete with the addition of son, Bruce, in 1968.

In 1969 they purchased, Kate, their first registered Brown Swiss from Moffitt Meadow dispersal. The very next year they got a call from a man named Waldo Enns. Waldo was hosting a Brown Swiss spring show. "Will you come and bring your cow?" he asked. The Schrag family went with trailer in tow. That was the beginning of their involvement with what they currently refer to as "THE BROWN SWISS FAMILY". It was that passion for good cattle and the friendships developed

Kansas continued

that day that got them on the path to testing, milking, classifying, fitting, and showing the Brown Swiss breed. Taking that days' champion home on the trailer didn't hurt either.

The Schrag's foundation Brown Swiss herd was purchased by private treaty in 1972 from T. W. Kirton. By now the kids were in 4-H and began showing. The Willow Acres prefix was born. Willow Acres Marla Maisy was their first bred and owned Kansas State Fair champion. They were fortunate to have a few more champions through the years. The love of Swiss and the showing bug also bit the grandchildren as the five oldest each got a Swiss heifer from grandma and grandpa to show. I think the whole family would agree that some of the best "vacations" were had in a dairy barn at a show somewhere. The family showed at nearly every level, county, state and even National—Oklahoma City, Tulsa, Nebraska, Southwest National, when it was still in Dallas—where they made contact with buyers, sold a small herd to Mexico, and had a memorable trip to Madison with Waldo Enns.

Through the years Willow Acres purchased some magnificent cattle from Brown Swiss breeders and friends. Mainstay breeders like Enns, Jensions, Myers, Lutes, CC Lewis, Notters, and even some national sales. Their final show ring purchase was Heads Crest Justi. They heard that Don and Shirley Head were going to have sale so they called and asked Trish and Tina to pick them out a heifer. The girls' pick was Justi. She went on to compete in many shows—Grand at the Kansas State Fair as an aged cow and also winning her class at Stillwater that same year. She also did well in the milk parlor producing 100 pounds.

Willow Acres was also fortunate enough to sell some good animals. Several were selected for national sales, selling the aforementioned herd to Mexico. Possibly their fondest sale was to a young 4-Her who had her pick out of the calf huts. She had four to choose from. She picked Julie and went on to win the Kansas State Fair and enjoyed a memorable trip to Dallas. Angela and the Baumann family were hooked on the Swiss breed.

We all love this show atmosphere:

*EARLY MORNINGS, LATE NIGHTS, CLIPPING CATTLE, FINDING WHITES,
GATHERING PANS, HOSES, COMBS; NEEDING WHAT YOU LEFT AT HOME
HALTERS, SOAP AND BRUSHES TOO, UNORGANIZED? WHAT'S YOUR CLUE?
TAKE YOUR CALF TO THE RING, WORKED ALL YEAR TO DO THIS THING,
WIN OR LOSE, ONE MANS CALL, SHOW SOME CLASS THROUGH IT ALL,
WHEN THIS SHOW HAS HIT THE END AND PACK IT UP TO DO AGAIN.*

Gerry and Wanita love the Brown Swiss breed, but what has brought them back to this atmosphere is really the time with family and friends. Exhibiting has been such a great stage for teaching their children and grandchildren responsibility, work ethic, compassion, respect, winning humbly, and losing graciously. Accepting criticism and learning its one person's opinion. And, oh the relationships that have blossomed along the way. Brown Swiss breeders have truly become like family. There is a genuine fondness for the Big Brown Cow. We all love to talk pedigrees and winnings but more importantly how are you, your kids, and your loved ones. What can I do, how can I help? It is this kind of caring that makes it all worthwhile and has kept the Schrag family involved. Willow Acres had a dispersal many years ago but the Brown Swiss people have never forgotten the Schrags, and the Schrag family will never forget the love and joy that they have gotten from the Brown Swiss people.

KANSAS Foundation Breeders added in 2018

The Nisly Families:

Melvin and Clara Nisly – Vinra

Clifford and Sue Nisly – Long Acres

Calvin and Andrea Nisly - Trails West

Since they first discovered Brown Swiss in the 1950s, the Nisly family has built up three different dairies with high quality pure-bred Brown Swiss about 10 miles west of Hutchinson, KS. After learning to love the few Brown Swiss on their mostly Holstein home farm growing up, three brothers developed their own successful prefixes with majority Brown Swiss herds: Vinra (oldest brother Melvin and wife Clara), Long Acres (younger brother Clifford and wife Sue) and Trails West (youngest brother Calvin and wife Andrea). Younger brother Millard has been an essential part of the show crew for decades, and his sons were very successful in 4-H, including a showmanship win at the Southwest National.

The first registered Brown Swiss were under their father Ora's prefix "Golden Rule". Long before they discovered Brown Swiss they had connections to purebred cattle, as their Amish grandfather Sam Beachy bought purebred Jersey sires from Oregon starting in the 1930s. As a young man, their father Ora showed Holsteins for his employer, the owner of the Hutchinson salt mine. It wasn't until teenage Melvin started testing on other dairies that they discovered the gentle and beautiful Brown Swiss, including on the farm of Howard Lutes. One of the first Swiss purchased in 1957, Hugo's Heidi, has descendants in Calvin's Trails West herd. Melvin was also a successful Milking Shorthorn breeder, breeding record producing Shorthorns in addition to his record making Brown Swiss producers. His Vinra bulls like Ted and Frost are still in the pedigrees of many Shorthorn A.I. sires. Cliff's bought his first Swiss on his own in 1977, and Calvin named the calf Sue. Sue's 13th great-granddaughter showed at the Kansas State Fair in 2018. With help from Howard Lutes, Waldo Enns and Wanita and Gerry Schrag, Cliff and Sue started showing in the early 1990s, and helped organize the National Conventions in 1990 and 1998 in Kansas. Both Long Acres and Trails West have had Grand Champions as well as Premier Breeder and Exhibitor many times at the Kansas State Fair.

Long Acres won Premier Exhibitor and Breeder at the Southwest National and had Total Performance cow there in 1996, 2006, 2007, 2008 and 2009. Almost all of their successful show cows were proudly home-bred. Their sons were also active in 4-H and won youth production awards, as well as placing first with their 4-H team in the Brown Swiss classes at the national judging contest at World Dairy Expo in 2002. A cow that Clifford and Sue sold pregnant to Minnesota, Long Acres Dynast Boteet ET, was the grand-dam of Amber Rae Dewey 2171, who was at the top of the genomic lists, her son Amber Rae Get Lucky Bucky was number one young sire and number two over all for 2018, and another son Amber Rae Get Lucky Brewer was number 12 overall. Calvin's cow Golden Rule Target Luciana reached 2nd on the list of over 12-year-old cows all time protein production and 3rd on milk with lifetime 240800m and 8883p.

The Nislys have also consigned numerous animals to the Heart of America sale as well as to national sales. Melvin retired about 10 years ago and Clifford and Sue dispersed in 2013. Calvin continues to milk around 65 head of high-quality Swiss. The gentle big brown cow has been good to the Nisly family.

MISSOURI

Mason and Dorothy McCubbin

Mason grew up in Webster City, Iowa and farmed there before moving to Massachusetts and then to Missouri. He worked for Hycrest Farms.

Marvin Kruse—Bonanza Farms

As a graduate of the University of Nebraska and former extension worker in that state, he was hired as a Fieldman for the Brown Swiss Association and then became the Editor of the Brown Swiss Bulletin in 1959. Four years later, he succeeded Fred Idtse as the Association Secretary-Treasurer. During his tenure, he helped develop and implement descriptive functional type evaluation and other excellent programs such as the Identity Enrollment Program, (the first of its kind to bring cattle into the purebred herd book, and PTPR (packaged DHIR testing and appraisal in one service). He was instrumental in opening the market for U.S. Brown Swiss Genetics in Europe and developed the marketing service, Brown Swiss Enterprises. He organized the first international Congress of Brown Swiss Breeders in Wisconsin in 1980. He was named National Dairy Shrine Pioneer in 2002. He also served as secretary of the Milking Shorthorn Society. Marvin passed away in 2000.

Missouri Foundation Breeder added in 2007

Gary and Sue Fulp – Fulp Brown Swiss

We have been in the dairy business for 47 years. We started with one Holstein cow. Gary had a public job and Sue stayed home with the girls and did the chores. We had four daughters, Karla, Angela, Tami and Sheila. Three of our daughters are still involved with the dairy business. We purchased 92 acres and increased our herd. We milked in a stanchion barn with only three stalls while our new milk barn was being built.

We lived next door to a dairy that had Brown Swiss and kids about the same age as ours. Our daughters started helping them at the shows and decided that Brown Swiss was the breed for them. We started going to dispersal sales in other states to purchase our first Brown Swiss. We also purchased cattle from the Heart of America sales and State sales. The best purchase we made was from Texas. Marvin Kruse told us about a cow that was not great in the show barn, but in his opinion was a keeper. We bought her sight unseen. She was JK Symbolic LaJeata Tina 4E. She was Grand Champion Cow at the Ozark Empire Fair several times and the last time she was 13 years old. Her daughter Fulp Jeata Telstar Taniel 3E was reserve. Taniel had Fulp Telstart Tital TC E which is the dam of Timberline Jetway Toni 3E94.

We are still a family farm, our daughter Karla and her husband Jim Grimm, farm with us. Karla and Jim's children also help with the farm. We have two milk barns running, one with Holsteins and one with Brown Swiss. Only family members milk the Brown Swiss. Our grandchildren and great grandchildren all love being on the farm and showing their cows.

Missouri Foundation Breeder added in 2014

Walter and Laura Wittorff—Wittspride Brown Swiss

On October 6, 1957, Walter Wittorff, a young man born in New Jersey, married Laura Abel, a young lady from a rice farm in Arkansas. Soon after they married, they purchased a small farm with a 16 cow stanchion barn in Davis, Illinois. Walter, being a Nabor House fraternity brother to Don Keim of Larch Grove Farm purchased 10 grade Brown Swiss and started milking. As the kids came along, Dorothy, Walter Jr and Ed, they got involved in 4-H. Walt Sr. acquired registered heifers from Ed and Don Keim as their 4-H dairy project calves. The Keims said that they wanted to see the kids show those calves at the fairs! Other purchases were made from Larch Grove and Sugar Valley plus additional Swiss cattle at the Schneiderman dispersal. The majority of the herd today traces back to those 4-H projects. In 1973, Walt Sr. became a National member of the Brown Swiss Association and the “Wittspride” prefix began.

In 1974, the entire herd was loaded into a single truck and relocated to its current location in Ava, Missouri. More grade Brown Swiss were added to the herd and immediately entered into the “IE” program.

“Getting involved” was a way of life to promote the breed and the “Wittspride” name. The show string run by the now FFA members exhibited at several local shows, the Ozark Empire Fair, the Missouri State Fair. Several consignments of Swiss cattle went to the Heart of America Sale, especially in the early years of the sale. While they were in college, both Walt Jr. and Ed won the District VI Youth Achievement Award. After Walt Sr. lost his battle with cancer, Walt Jr. and his young family took over the dairy. Young Walt’s 4-Her’s, Amber, Walter III and Eric carried on the showing tradition.

Currently, the Wittspride herd consists of about 80 mature females milked in a double 6 herringbone, 70 heifers and 15 registered Holsteins. Several cows are descendants of Marvin Kruse’s “Bonanza” prefix which were housed at and later purchased by Wittspride. Although not classifying for several years, the herd is 100% AI and has always been enrolled in DHIA. Walt Jr. and Ed now own the farm and run every aspect of the dairy. “Mom” still feeds the baby calves and we still supply project heifer for juniors, giving them the same advice the Keims gave us so many years ago. Several herds in the area got their start with 4-H calves from Wittspride.

Type is important, but the cows have to milk to pay the bills, so production, components, and udders have always been the focal points. This philosophy and a little luck developed cows like Titan Beth “E”, a Missouri State Fair Grand Champion that sold at the Kansas National Sale and made a big record for her new owner in Colorado. Blend Debbie “E” graced the cover of the Select Sires catalog and Sureas Shelly “E” who was the cover girl of Select Sires Brown Swiss website.

We get satisfaction from the positive comments about the udders and dairyness of our cows. Visitors are always welcome to walk through the herd, enjoy the picturesque Ozark landscape and talk about cows.

NEBRASKA

Nebraska Foundation Breeder added in 2011

Roland and Twyla Hellbusch, Loren – Lyndale Swiss

In the early 1940's, our father and grandfather bought their first Registered Brown Swiss from Sandhill's Swiss Farm in Minnesota and Evergreen Heights of New York. Then in the early 1950's some registered Brown Swiss 4-H heifers were bought from Twin Oak Farm- Ed Drewity and Arthurst Farm—Melvin Sprengler. In 1958 when Roland and Twyla Hellbusch were married, the offspring from these foundation Brown Swiss became the foundation of Lyndale Swiss.

There was three children born to this Swiss family; Rick, Lynette and Loren. They were all active in 4-H and attended all the shows within the state. The two older children decided to go on to college and do something besides milk cows. Loren decided to join us in the dairy.

At the Iowa National Sale, Norman Magnussen bought a bred heifer for us, Wind Mill Talisman Ellen and from her we got Lyndale Convincer Elaine 5E90. When she was a dry two-year-old in 1987, George Harris was here to classify and Elaine was in the dry lot. Finally, George said "Would you please get in the dry cows to classify?" He had been eyeing them and he had seen Elaine after classifying, he said "are you going to show her?" and we had said we didn't think so because she was not the typical Swiss and that we had a paternal half-sister we were going to show. He said, 'Would you do me a favor and take the halter off that one and put it on Elaine and show her?' So that is how Elaine got in the show string. She was Grand Champion at the Nebraska State Fair and Kansas State Fair that year.

In 1988, 1989 and 1990 Mom and Dad had to stay home and tend to the dairy and Loren took Elaine to World Dairy Expo where she was Grand Champion all three years and was the first Supreme Champion Brown Swiss in 1988 and 1989 and Reserve Supreme Champion in 1990. She had made her home at Sunshine Genetics where she was flushed extensively. Embryos were sold all over the world. Two of the most famous offspring were Lyndale Emory Emerald and Lyndale Emory Enid. We contribute the success we had with Elaine to Norman Magnussen, George Harris and Sunshine Genetics. It was a sad day in July 2000 when we knew it was time to say goodbye to the Big Brown Cow.

OKLAHOMA

Don and Shirley Head – Head's Crest Dairy

Don and Shirley were two city kids that came to the Head family farm in 1954. This farm was Head's Crest Dairy. They bought their first registered Brown Swiss from Leonard Hembree in 1955. They have shown at many state and National shows, the first being in Tulsa in 1966. They earned the Premier Breeder and Exhibitor at numerous shows across the nation. They had Grand Champion in 1983 with "Cresta Verde J S Rachel" owned with Larry Paaske. Head's Crest cattle received numerous All American nominations over the years. Don was on the first Board of Directors for the Heart of America sale and for 25 years was President of the Oklahoma Brown Swiss Association while Shirley served as secretary. He was President of the Oklahoma PDCA from 1980-1981 and served on the National Type Committee. They were well known for attending the National Conventions and taking the grandchildren along. Don judged shows in many foreign countries such as Peru, Columbia, and Ecuador. Don and Shirley milked the cows every day together. In May 2006, Don and Shirley sold the milking herd to Cow Planet Dairy in Texas and the last of the heifers were sold at the Heart of America sale October 20, 2006. Don passed away in December 2008.

Oklahoma continued

Mike and Edith Thomson and Louis and Dorothy Hawkins—Thom-A-Hawk Farms

Mike and Edith Thomson started dairying in 1946 in Blanchard, Oklahoma. In 1950, they purchased ten herd of Brown Swiss from Wisconsin and Illinois. In 1940 their daughter, Dorothy, and husband Louis Hawkins formed a partnership in the dairy thus beginning Thom-A-Hawk farms. Together they raised an all registered herd of Brown Swiss and began showing and selling cattle. They exported cattle to Ecuador, Mexico, and Venezuela. They developed many lifelong friends along the way. The herd was sold in 1978 when Louis developed cancer. In 1979, Dorothy and daughter Chris started back with a group of first calf heifers they had kept. In 1979, Chris met Randy Stewart and they were married in 1981. Chris and Randy purchased the herd from Dorothy and have continued the legacy of Thom-A-Hawk farm, along with their son Dusty for 25 years.

Leonard and Francis Hembree – Red Bud Brown Swiss

Leonard and Francis Hembree showed Brown Swiss cattle all through the 40's, 50's, and 60's. Leonard was President of the Oklahoma Brown Swiss Association and Francis was Secretary for many years. They bred many great Swiss that were sold to other breeders. One of these was "Red Bud Dena Ruth" sired by "Welcome in Stretch" and sold to Head's Crest Dairy as a bred heifer. She went on to be named Reserve Grand Champion at the 1979 Southwestern National Show in Dallas. Leonard and Frances were present in the crowd that day and were extremely proud of their breeder ribbon. Half interest in Ruth was sold to Larry and Sally Paaske. She had a daughter, "Cresta Verde JS Rachel" who later was Grand Champion at the Southwestern National Show and Reserve All American as a three-year old.

Fred and Winifred (Sis) Garms

In 1952, Fred purchased two Brown Swiss heifers from Vern Smith in Vici, Oklahoma. Their children, Toni and Jerry began showing their Brown Swiss heifers at local shows, Oklahoma City, and Tulsa. Fred met a man by the name of Albert Pankey at a show in Pond Creek, Oklahoma and they took a trip to Wisconsin and purchased cattle for the Garms. The Garms milked and showed their cattle from 1952 through the early 60's. In 1966, the herd was sold to a family in Peru. One of Toni's fondest memories is how they would haul the cattle to the show in a truck, then cleaning the truck out and set up housekeeping in it. Her mom would cook with hot plates and electric skillets, not only serving their family but many others too.

Milton and Odie Stotts – Stottdale Dairy Farm

Milton bought his first registered Brown Swiss cow at a sale in Texas in 1956. Later that year he bought another cow from Toni Garms named "Zinnie's Minnie". The next year those two cows had heifers and they began showing. In 1960, Milton rented a dairy in Oklahoma City, bought the cattle and started dairying full time. Milton and Odie were officers in the Oklahoma Brown Swiss Association several years and members of the National Brown Swiss Association. In 1970, they bought a farm and moved to Delaware, Oklahoma. It was quite a chore and took six months to build a dairy barn and get everything moved. This became Stottdale Dairy Farm. They had several Oklahoma Bell Ringer winners throughout the years. Milton and Odie loved working with their grandchildren and other youth. They also sold several heifers to surrounding 4-H and FFA members. In 1998 when Odie became ill, they sold most of the herd to a dairy in Stephenville, Texas. Odie passed away in 1999. Milton continued milking a few cows until February 2003 and sold most of the herd again to Patricia Munson in Miami, Oklahoma. Milton had a farming accident in August of 2005, but lived on the farm with a few registered Brown Swiss and several crossbred beef cattle until his passing in October 2007. Their daughter, Ann Bottoms lives on the farm and raises beef cattle. Ann has been the Southwestern National Brown Swiss Show Superintendent since the show moved to Stillwater, Oklahoma in 2006.

Oklahoma Foundation Breeder added in 2007

Donovan and Dorothy Hawk – Hawk Dairy

They married April 9, 1947 and had four children, Johnny, Jeanne, Gary and Jimmy. They started the dairy January 1, 1950. Back in the 50's times were tough and money was tight, so Donovan started customer harvesting and Dorothy milked the cows. They had about 20 crossbred cows that Dorothy milked by hand. In 1959, they sold the cream and fed the skim milk to hogs. In 1959 they moved into a four-stanchion barn that became a Grade A Dairy in 1960 with about 30–40 milk cows. In 1960, Donovan and Dorothy went to Hutchinson, KS to a Brown Swiss Sale and bought their first set of five-month-old twin heifers, named Rain and Sunshine. There was only one problem, how to get them home! Donovan and Dorothy drove all over Hutchinson and finally talked a man into letting them rent a U-Haul trailer only if they would promise to wash it out!

In 1961 they started buying Brown Swiss bulls from Fred Garms. Of course, you got to have a funny story. One of those bulls was so darn mean that the bull would push a Farmall tractor backwards. Sometimes the bull would win, sometimes Donovan would win. Hawk Dairy was mainly a Commercial Dairy until 1989, and then Donovan and Dorothy started buying Registered Brown Swiss cows. In 1996 the Hawk Dairy started selling the Brown Swiss at the Heart of America sale. In 2000 they had bred the Grand Champion Swiss at the State Fair in Oklahoma City. They always had something to laugh about—never a dull moment. Donovan had gone to so many cattle auctions; he could have been an auctioneer himself.

They were both long time members of the Brown Swiss Association, Dorothy was the back bone of the dairy, she milked side by side of Donovan until he passed in 2003. Dorothy is still a big part of the Hawk Brown Swiss Dairy. They milk about 80 Brown Swiss and 60 commercial cows and are active in the National and State Brown Swiss Association.

Oklahoma Foundation Breeder added in 2008

Matt and Helen Laub—Laub Dairy

Matt and Helen Laub purchased the farm in 1942, where they started milking grade Holsteins and Jerseys. Several years later they started buying grade Brown Swiss. Orville Kurtz visited the farm, he really liked the cows and convinced us to register all the grade cows. It took several years to get them all registered and from that point on we bought registered cows. The first two we purchased came from Thom-A-Hawk Farms. In the early 80's, Orville came to us and ask if he could house some of his cows at our place. And we purchased several cows together. We started putting heifers and cows in the Heart of America Sale and the National Sales.

In 1982 we started showing cows at the fairs. Almost all of the animals we showed were bred and owned by us. It was a good feeling to show what we had raised. We were doing really well at the fairs and Orville told us it was time for more exposure. In 1984 we went to Southwestern National Brown Swiss Show in Dallas, Texas. We had several Grand and Reserve Champion cows and heifers. Both our children Nick and Keristin showed in the Jr. National Shows. They also had several Jr. Champion, Reserve and Bell Ringers. We would like to thank all our Brown Swiss friends for supporting and purchasing animals through the years. Because without all of you, the Laub's Dairy Brown Swiss would not be all over the U.S. It's a great feeling to still go to sales and shows and still see Laub Dairy breeding.

Oklahoma Foundation Breeder added in 2010

Billy and Wilda Reedy - Catulpa Lane Dairy

Billy came from a dairy farming background while Wilda grew up in the city. They were married on February 25, 1956. He worked on bridge construction in the oil field and on the assembly line at Tinker Field. In 1958, they purchased a 160-acre farm southeast of Agra, Oklahoma and a few years later, purchased an additional 80 acres. They built a 4-stanchion walk-through Grade 'A' Dairy barn and milked grade Holstein cows for several years.

Foundation Swiss cattle were purchased from the Stone herd at Cashion, Oklahoma; Knowlton Farms, Lytle, Texas; J. R. Coker, Aurora, Missouri; and from leading Dispersal and Consignment Sales. In 1971, they purchased a registered Brown Swiss cow, Destiny's Sparkling Sue, from a Kansas breeder. Orville Kurtz encouraged the couple to enter their cattle in the Identity Enrollment Program (IE). Billy became a national member of the Brown Swiss Cattle Breeders' Association in 1978 and by 1979, Catulpa Lane Swiss Dairy was the home of 80 Brown Swiss cattle including registered and IE animals. Most of the yearling heifers were sired by Lar Le Stretch Titan and VF Beautician Landon.

Their children, Darlene, Bryan, Delaina, and Paul were active 4-H and FFA members exhibiting Brown Swiss heifers and cows at local, county, district, state fairs and shows. Some show highlights were a 1981 National Jr. calf Reserve Western District Bell Ringer; three 1983 Oklahoma Jr. Bell Ringers — Intermediate Heifer, Reserve Sr. Yearling, a 4 yr. Cow; many Best Bred and Owned plus numerous Grand and Reserve Grand Champions.

In 1982, the Catulpa Lane dairy herd of 90 Swiss cattle was dispersed and the farm was sold (1984). Billy and Wilda purchased a small acreage in 1985 and, along with their children, Delaina and Paul, moved north of Agra. A remnant of 5 show animals sired by Lar Le Stretch Titan, VF Beautician Landon and EE Beautician King was kept by Paul. He continued to show and, in 1986, had the Senior Grand and Reserve Grand Stretch Titan cow at the Oklahoma and Tulsa State fairs. In 1989, Bryan purchased CIE Catulpa Lane Beauti Linrae (sire EE Beautician King) who produced 22,123# of 4.0% Fat Corrected Milk to Quality for the 1991 Governor's Production Class at the Oklahoma State Fair. Through the years, Billy and Wilda have supported and will continue to support their grandchildren and great granddaughter in promotion of the "Big Brown Cow" —the best dairy breed ever!

Oklahoma Foundation Breeder added in 2012

Ivan and Doris Minor - Washita Valley Dairy

Before the era of Grade 'A' Dairies in Western Oklahoma, there were Brown Swiss cows on the Minor farm. In 1952, Mr. Minor bought four Swiss cows from an individual who had brought them from Iowa. Then in 1956, when Mr. Minor went into the Grade A Dairy business, these four cows were part of the base herd. From one of these cows, the Tubby cow, a Welcome In Supreme herd bull was saved and used on all cows. Thus, was started a base herd of Brown Swiss.

In 1964, after graduating from Oklahoma State University, Ivan and Doris returned to the Minor family farm at Strong City and joined Ivan's father Lester in the dairy and farming operation. In 1975, Ivan and Doris took over the ownership and management of the farm. They began building a registered Brown Swiss herd and named their farm Washita Valley Dairy. Their three children, Christopher, Nancy and Joshua were also involved in the family dairy operation and exhibited Brown Swiss throughout their 4-H and FFA careers. (Joshua and wife Kathryn are currently operating a dairy farm in the area.)

Oklahoma continued

Through the years, Ivan tried to use the best Swiss bulls, Titan, Stretch Jim, a Design son from Head's Crest, a Welcome In Stretch son from Braddock's. Then in late 1985, Washita Valley Dairy purchased Ventures Raybette Diplomat, a Babaray son.

With the offspring of Diplomat, the participation in breed industry activities and fair and show programs came alive. Washita Valley VRD Natasha was the heifer and later the cow that made the memories. We found her in the bottom of a cistern as a new born in June 1987. As a summer yearling, she won her classes and was Southwestern National Junior-Owned Junior Champion and Reserve Junior National Bell Ringer. As a cow, Natasha won many awards and in 1992, she was Grand Champion Cow in the Open Division and Grand Champion in the Junior Dairy Show. It was rewarding to receive honors on cattle that were being bred and reared on the Washita Valley farm.

There were also opportunities to sell Swiss cattle to individuals and at dairy sales. The dairy not only provided an income, but also provided work ethics for the Minor children. It provided them the opportunity to be recognized for their work in FFA. Each child was in top three in the "Dairy Proficiency Award". The dairy industry was a good life for the Washita Valley Dairy. Thank you, big Brown Swiss Cow!

Oklahoma Foundation Breeder added in 2015

Alfred and Margaret Cobb

Alfred and Margaret Cobb settled on a piece of farmland in Broken Arrow, Oklahoma and started dairying in August 1959. They started out milking grade cattle and selling grade A milk. They purchased their first bulk tank in 1962 and they operated the dairy along with their 5 children Eva, Abe, Judy, Peggy, and Ben. Early in the 1970's, Ms. Cobb was influenced by her future son-in-law Johnny Conner's Brown Swiss cattle. In 1972, she purchased her first set of Brown Swiss cattle at the Gary Wagner dispersal as she continued to add to her herd throughout her remaining years of dairying.

Early in the 1980's, Margaret would have a set of twin heifers born by E E Beautician King. Over the next decade their offspring would put a stamp on the southwestern dairy show world. Cobblestone King Betsy Twin would be a national class winner herself and she would produce two class winning heifers at the national show, one of those was Bitsy who went on to be named Junior Champion at the Southwestern National Brown Swiss show in Dallas, Texas. Bitsy would later go on to be the top selling open heifer in the Heart of America sale selling to Rick Daniels of Erie, Kansas. Margaret Cobb milk single handed for several years in a floor stanchion barn until the last cow was milked in 1999. Although she was always behind the scenes, Margaret Cobb took great pride seeing her grandkids show her cattle at state and national shows.

Oklahoma Foundation Breeder added in 2017

Bryan and Teresa Reedy—Lynrae Dairy

Bryan was born and raised on his family's Grade A dairy in Agra, Oklahoma along with his two sisters, Darlene, Delaina, and brother Paul. At an early age, he learned how to raise and manage dairy cattle. In 4-H and, later as an active FFA member, he gained numerous management practices that proved valuable to his own dairy operation years later.

As a youth, Bryan participated in Sooner State Dairy shows at Stillwater and Lawton as well as many other state, district, local fairs and shows. In 1978, an outstanding highlight occurred when his aged cow won first place and was selected as an Oklahoma Brown Swiss Junior Bell Ringer. After high school, Bryan worked outside the dairy industry, but he never stopped thinking about a dairy operation of his own. He worked as a milk hand at a local dairy and, later went into a partnership with a nearby dairyman at Agra.

In 1988, Bryan married Teresa Dags and purchased 80 acres where he built a Grade A dairy barn and the LynRae Dairy Farm was established. He purchased CIE Catulpa Lane Beauti LinRae (Sire: EE Beautician King) who produced 22,123 of 4.0% Fat Corrected Milk qualifying for the 1991 Governor's Production Class at the Oklahoma State Fair. Bryan built up his herd by purchasing additional Holstein and Swiss cows to have a dairy herd of his own. At 13, the Swiss cow, Catulpa Lane Beauti LinRae, qualified for the 1994 Governor's Production Award and was Reserve Champion at the Tulsa State Fair. In 1999, LynRae Challenger Brooke, also received the Governor's production award.

Bryan and Teresa's children; Lindsey, Robin, Aaron, Reanna, Austin, and Leah each began showing as peewees then later as active 4-H and FFA members. The family had several favorites and many champions at the Oklahoma City, Tulsa and Stillwater state shows and the Southwestern National. LynRae Discovery Allie was one of the favorites along with LynRae Zoomer, LynRae Pepper Kipper and Top Acres Jenner, just to mention a few.

Teresa is a vital part of the LynRae dairy team and a great supporter of the family activities while working at OSU full time. Bryan is active in supporting Brown Swiss youth, working with local booster club, serving as county dairy superintendent, as Oklahoma Brown Swiss Association President, hauling straw to Southwestern Brown Swiss shows, hosting Swiss field day, and purchasing heifers and cows from HOAE sale. They currently milk about 40 Brown Swiss and 85 Holsteins.

Dairying is a special way of life for the family and they believe that this type of life is great for raising a family. Bryan will tell anyone that dairy experiences prepare families to meet any life situation. So many precious memories through the years at LynRae Dairy—the home of our Big Brown Cows— We love them!!

TEXAS

Vincent and Louise Braddock – Brad-Lou Swiss Farm

Brad-Lou Farms was started in 1944. The dairy barn was built in the early 50's, about the same time they acquired their first Brown Swiss. A cow and heifer was bought from the late Martin Fulcher, a few more were added from sales around the country. Their first cows were bred by a Kayak son and won many prizes around the country, including Dallas, Houston, Albuquerque, Phoenix, and Lubbock. When Vincent passed away in 1991, the dairy and farm was ran by sons Cecil, Tom and Raymond. In May 2003, the herd was sold but Tom kept a few cows for showing and raising heifers.

Texas continued

Clifton and Marieta Alexander

Clifton and Marieta Alexander bought their east Texas dairy farm in 1959 and moved their young family to Brashear, Texas. After a couple of years milking various breeds, Clifton bought two Brown Swiss cows and soon fell in love with the breed. Within a few years he had bought a group of registered Brown Swiss cows and started the journey of developing both great cows and friends of the breed. After years of mating, breeding, and embryo transfers, the Alexanders developed one of the largest purebred Brown Swiss herds in the nation. With years of showing at the Southwestern National in Dallas and many other shows, they captured many show champions and All-American nominations. After years of showing, marketing cattle to Mexico and South and Central America and numerous awards and recognition, the herd was dispersed in 1995. The Alexanders continue to enjoy staying in touch with Brown Swiss friends and watching the National Shows. Today, they continue to breed Braunvieh cattle on their east Texas farm.

Glenn Mitchell - Mitchelle Valley

Mitchelle Valley farm was located in Sulphur Springs. In 1985, Glenn had Grand Champion at the Southwestern National and the Southeastern National Shows with "Taty Elegant Beatrice". In 1986 and 1987, he had Grand Champion at the Southwestern National with "Mound View Improver Laurel". He was Premier Breeder at the Southwestern National Show in 1981, 1983, 1985, and 1987.

Elgin Marquart – Mar D Swiss

Elgin owned and operated Mar D Swiss in the Comfort, Texas area. He bred one of the more influential herds in Texas. In 1975, he had the Grand Champion and Junior Champion at the Western National in Dallas. "Cloveridge Lucine" went on to become All American Aged Cow defeating the Grand Champion at Madison in 1974, "Iowa Citation Milly" was also Grand Champion of the Western National in Phoenix. In 1985, the herd was sold to Ernie Kueffner in Wisconsin. Ernie showed and promoted the cows extensively. In 1989, the herd was sold at public auction and Elgin purchased a ranch in Carlsbad, New Mexico and raised beef cattle and horses. Elgin passed away in 1991.

James and Jane Moyers – Sandy Creek Farms

Sandy Creek Farm has been in the Moyers' family since 1913. From 1920 until 1963, cotton and peanuts were the main crops. In 1963, James and Jane bought the home place and built a 12 cow flat barn. In 1973, the original barn was remodeled to a double six herringbone. The family milked 175 Holsteins throughout the 70's. A few grade Brown Swiss had been purchased in the early 70's. In 1974, "L-J Model Jeaverissa" became the first registered cow and also the foundation of the prominent family in the herd. James served as the Texas Association President for two terms and Jane also served as Secretary. The first Texas sale and state shows were organized during this time. James also exported cattle to Mexico, Columbia and Brazil. In 1983, James Moyers retired and sold the dairy to his son Mike. In 1988, James passed away. His fondest memories were of sales and shows and being in the company of fellow Swiss breeders. In 2006 the milking herd was dispersed. The majority of the herd traced back to the foundation cows that James and Jane had spent years breeding. Jane still lives on the family farm today and remains involved with the dairy.

Texas Foundation Breeder added in 2009

Larry and Sally Paaske—Tierra Verde

Tierra Verde has been synonymous with great cows for many years thanks to Larry's God given talent to take an average cow with good pedigree and make her great. He will be the first to tell you it never was about him—just about the Brown Swiss cow.

Larry was born on a Brown Swiss dairy known as Green Knoll in Scott County, Iowa. He was the fourth of five boys and began showing in 4-H in the mid 50's. In 1959, he had the Iowa Bell Ringer Junior Yearling in Paaske's Contender Lollypop. That same year he showed the first place Heifer in three classes at the Iowa State Fair and was a member of the Champion 4-H Judging Team.

He was drafted to the Army in 1964 where he served for two years during Vietnam. Upon discharge from the military, Larry went to work selling Ag related equipment. But he never lost his love for dairying and agriculture. In the late 60's after being transferred from Iowa to Texas, he decided to open his own dairy. He leased some land in Hopkins County and began milking his own cows.

In the early 80's, he purchased 540 acres in Hopkins County and built a new dairy barn. He rejoined the association in 1981 as Tierra Verde Dairy. Also in 1981, a partnership was formed between Larry and a guy by the name of Don Head. The partnership was called Cresta Verde and they purchased a cow by the name of Ideal Acres Stretchy Pepper. Pepper was the third dam of the great Johann Pete Rose. According to the Association's Performance Summary, Pete Rose went on to sire in excess of 18,000 daughters in over 8,000 herds all over the world.

Larry poured his heart in to his operation so much so that in 1986 he had two major heart attacks. His doctors told him that if he wanted to live he would have to quit milking, so he had a dispersal sale.

In 1987, he met and married Sally and for the next eleven years they owned and operated a twenty-four-hour answering service. But the Brown Cow was still in his heart. In 1994, Larry and Sally went to the Heart of America sale, bought four heifers, one was named South Wind Style Classic (a granddaughter of the great Ideal Acres Stretchy Pepper) and they were back! The next year they bought the Shen-Val Blend Kristen cow and they were off and running.

For a couple of years, Larry allowed others to milk his cows but no one did it quite right. So in 1998, he began milking his own cows and Tierra Verde was back in operation. Milking and showing Brown Swiss was our lives until 2004 when due to arthritis in his backbone forced Larry to give it up—this time for good. He will probably continue to own a few Brown Swiss until the day they put him in the ground.

From 1971 until 2004 Tierra Verde received numerous prestigious awards including an All American, 5 Reserve All Americans, 2 Honorable Mention All Americans, 16 animals in the top 5 at World Dairy Expo, Grand Champions in 5 states, Type & Production Winners, Total Performance winners, Nasco winners and many more.