

David Norman

David Norman, Liberty, Pa., is the 69th recipient of the Distinguished Service Award of the American Jersey Cattle Association (AJCA).

The Distinguished Service Award is presented by the Board of Directors to as many living AJCA members and/or members' families, who, in their opinion, have rendered outstanding and unselfish service for many years and thereby made a notable contribution to the advancement of the Jersey breed in the United States.

The mundane things we find time for day-in, day-out, though seemingly small, speak volumes about our character over the course of a lifetime. When it comes to serving, those who do it from the heart do "the important things," no matter how small, even when time is tight and no laurels to be gained.

Such is the case with David Norman, who has devoted his entire life to serving the farming community and Jersey world wearing a variety of hats.

In brown cow circles, this Registered Jersey breeder is known for his two-term service as Director of the Third District of the AJCA, 30 years as faithful secretary-treasurer of the Pennsylvania Jersey Cattle Association (PJCA) and role with his home state's hosting of three annual meetings of the national Jersey organizations. David and his comrade-in-arms, wife Aggie, have attended 16 AJCA-NAJ Annual Meetings, accompanied their children to junior festivities at The All American six times and raised their three children to be the next generation of Jersey advocates.

But this work is just the tip of the iceberg, summed fellow Pennsylvania Jersey breeders Craig and Susan Wicker of Centre Hall, in a letter of support. "His best claim for consideration for the Distinguished Service Award is the huge amount of behind-the-scenes-work over many years that has been done, along with his encouragement and mentoring of others along the way."

"Above and beyond" were the words used to describe David Norman's service to the Jersey breed by David Parkinson, Sahuarita, Ariz., who worked closely with Norman as a former AJCA-NAJ Area Representative for Pennsylvania.

He is the kind of volunteer that raises his hand when help is asked, steps up to the plate when he sees a need and is willing



to bear the brunt of the thankless work, knowing it will advance the cause.

"David Norman was always available to help in any way to make Jersey events successful," continued Parkinson. "Whether it was traveling to meetings or supporting the sales, I always appreciated his dedication to the Jersey breed and the people who work with Jerseys."

Passion for Jerseys came naturally for David as he grew up on Normandell Farms, which has been operated by his family in Liberty for more than 90 years. David, the youngest of nine children, eight of whom attended college, graduated from Pennsylvania State University in 1974 with a degree in agriculture education.

He was a dairy extension agent for York County until 1978, when he returned to Normandell Farms to farm in partnership with his father, Howard, and brother, Ernest. David's love for cows and Ernest's interest in crops, machinery and bookkeeping made for an ideal partnership, an arrangement still in place today as the family milks 110 cows and farms 300 acres.

With a strong interest in registered genetics, David used the Genetic Recovery program to bring the herd to Herd Register status and began using other AJCA services, like appraisal to manage the herd. In

the 1980s and 1990s, a few high-genetic animals were purchased to improve herd genetics. Norman was an early user of young bulls sampled through Liberty Jersey Sires Inc., which he served as director. Normandell Farms has contributed to Project Equity since 1986 and joined REAP in 1997.

For nearly three decades, the Norman family has sponsored the Norman Genetic Award, presented annually to Pennsylvania's high herd for genetic merit. The Norman family is also a donor to the AJCC Research Foundation at the president's level.

The Normans began working with Jersey Marketing Service (JMS) to merchandise through private treaty and consignment sales, like the National Heifer Sale, the All American Jersey Sale and the Pot O'Gold Sale. Among the private treaty transactions was Normandell Khan Ariel, Very Good-84%, who sold in 1998 to Norse Star Jerseys, Westby, Wis., where she produced a 365-day milk record of 43,023 lbs., a world record for the time.

A heifer sold in the 2008 Pennsylvania Pot of Gold Sale (one of the country's largest and longest-running state programs), Normandell Geronimo Violet, Very Good-83%, became a foundation standout for Jersey junior Ryan Lawton of Newark Valley, N.Y. She placed in the National Jersey Youth Production Contest five times and is the grandam of the winner of the 2017 contest, Lawtons Plus Vanna {6}.

It was a natural for David to become involved with the Jersey organizations, to follow in the footsteps of mentors who encouraged his service. He was first elected secretary-treasurer for the PJCA in 1981, a position he held until retiring in 2011. He also served the organization as director and president. Equally telling, he has not missed a single annual meeting of the organization in the past 38 years.

"I was privileged to become the executive secretary of the PJCA just after Dave," wrote Jessica R. Peters, Meadville, Pa., in a letter of recommendation. "Through the first few years of transitioning, he was always there to answer my question and help when asked. Even now, seven years later, he is the 'Jersey compass' I turn to when I need answers, a problem solved or sage

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advice.”

David and Aggie have played roles in Pennsylvania’s hosting of national Jersey organization annual meetings in Lancaster in 1985, Pittsburgh in 2005 and Gettysburg in 2017. The couple chaired the crafts and exhibits committee in 1985, was an integral part of the team in 2005 and stepped up to the plate as co-chairs for the most recent event.

David was elected to his first term as AJCA Director in 2009 and re-elected in 2012. During his tenure, he sat on the Breed Improvement, Development and Information Technology/Identification Committees. As chair of the Finance Committee, he also served as a member of the Joint Operations Committee.

With a circle of influence extending broader than Jersey, David is a past president of the Pennsylvania Dairyman’s Association and former councilman and president of the joint council at Salem Lutheran Church. He was a 4-H leader for 30 years and a co-coach for the county dairy judging team. He served on the Tioga County Extension Advisory Committee and the 4-H Advisory Committee.

For his years of contributions, David received the Distinguished Service Award from the PJCA in 2011. He and Aggie were honored with the Service Award from Penn State Dairymen’s Club in 2017. The Norman family was the inaugural recipient of the Tioga County Extension Family Award in 2004.

The Normans have enthusiastically supported youth and mentored younger Jersey breeders over the years. They received the AJCC Young Jersey Breeder Award in 1987 and cheered from the sidelines as the award was presented to another 20 Jersey breeders from the Keystone State in the years since. Included in this group are 2017 recipients, Jessica Peters and her brother, Cole, and the Norman’s daughter and son-in-law, Renée and Clayton Kenny of Enon Valley.

In a move fitting the level of enthusiasm and support they give the breed, it is no surprise that David and Aggie were the successful bidders on two of the three canvas giclee prints of “The Jersey” offered at the AJCC Research Benefit Auction in Canton, Ohio, in 2018. The couple purchased the side and three-quarters views for a combined \$7,200 to add to their esteemed Jersey art collection and continue their support of Jersey-specific research.

Distinguished Service Awards

- 1954 W. W. Trout, Springfield, Ohio*
- 1955 Harold J. Turner, Bethel, Vt.*
- 1956 Judge Peter J. Shields, Sacramento, Calif.*
- 1957 R. C. Calloway, Baton Rouge, La.*
- 1958 Lynn Copeland, Nashville, Tenn.*

- 1959 Chester Folck, Springfield, Ohio*
- 1960 Ernest Greenough, Merced, Calif.*
- 1961 Paul Jackson, Wilmington, Ohio*
- 1962 Harriet J. Groos, Vancouver, Wash.*
- 1963 R. K. Stout, Lansing, Mich.*
- 1964 Herbert G. Myers, Boise, Idaho*
- 1965 Charles S. Kelly, Hudson, Wis.*
- 1966 Joseph F. Sawyer, Galt, Calif.*
- 1967 Henry P. Knolle, Sandia, Texas*
- 1968 H. I. Sawyer, Hughson, Calif.*
- 1969 M. L. Baird, Springfield, Ohio*
- 1970 E. Lea Marsh, Jr., Old Lyme, Conn.*
- 1971 Stanley N. Chittenden, New Lebanon, N.Y.*
- 1972 Arthur Dieterich, Sherman, Texas*
- 1973 Amzi Rankin, Jr., Faunsdale, Ala.*
- 1974 Capt. T. J. and Elizabeth Bay, Lynden, Wash.*
- 1975 Mrs. Thomas H. Carruthers, III, Glendale, Ohio*
- 1975 Paul Sparrow, Athens, Tenn.*
- 1976 Wyatt A. Williams, Orange, Va.*
- 1977 Dr. J. H. Arnold, Newnan, Ga.*
- 1977 Reuben R. Cowles, Statesville, N.C.*
- 1978 Jean E. Lemmermen, Tiffin, Ohio*
- 1979 John Weir Jr., Geuda Springs, Kan.*
- 1980 Clyde K. Chappell, Knoxville, Tenn.*
- 1980 Newell Mills, Fallon, Nev.*
- 1981 Harold Wright, White River Junction, Vt.
- 1982 C. L. Collins, Jr., Sylacauga, Ala.*
- 1983 Ray Chamberlain, Wyoming, N.Y.*
- 1984 Dr. C. A. Ernstrom, Logan, Utah*
- 1985 J. F. Cavanaugh, Columbus, Ohio*
- 1986 W. Charles McGinnis, Mountville, S.C.*
- 1987 G. Joe Lyon, Toledo, Iowa
- 1988 Dr. John Wilk, Raleigh, N.C.
- 1989 Robert Lord, Woodstock, Vt.*
- 1990 Dr. H. Duane Norman, Fulton, Md.
- 1991 Edwin L. Crotty, Trenton, N.J.
- 1992 Richard A. Riggs, Evansville, Ind.*
- 1993 Maurice E. Core, Columbus, Ohio*
- 1994 John Giacomini, Eureka, Calif.*
- 1995 W. R. Lutz, Newton, N.C.*
- 1996 Max Gordon, Winchester, Ind.*
- 1997 Harold Owens, Frederic, Wis.*
- 1998 Richard Clauss, Hilmar, Calif.
- 1999 Elmer D. Larson, Burlington, Wash.*
- 2000 Dr. J. J. Malnati, Newberry, S.C.*
- 2001 Harold W. Roller, Weyers Cave, Va.*
- 2002 Ray R. Schooley, Marshfield, Mo.
- 2003 D.L. Strandberg, D.V.M., Alma Center, Wis.*
- 2004 Neal F. Schirm, Canal Winchester, Ohio*
- 2005 J. Lawrence Benson, New Lebanon, N.Y.
- 2006 Ted Luther, Mount Ulla, N.C.*
- 2007 Alvin Moss, Litchfield Park, Ariz.*
- 2008 David W. Spahr, Findlay, Ohio
- 2009 Dr. Robert C. and Helene C. Dreisbach, Mercer, Pa.
- 2010 Paul Chittenden, Schodack Landing, N.Y.
- 2011 Donald Sherman, Hilmar, Calif.*
- 2012 John Palmer, Cornish, Maine*
- 2013 James Ahlem, Hilmar, Calif.
- 2014 Glen and Marilyn Easter, Laurens, S.C.
- 2015 George and Shirley Barlass, Janesville, Wis.
- 2016 Charles D. “Chuck” Ahlem, Hilmar, Calif.
- 2017 Craig Rhein, Pine Grove, Pa.
- 2018 David Endres, Lodi, Wis.
- 2018 Chris Sorenson, Pine River, Wis.
- 2019 David Norman, Liberty, Pa.

* deceased