

McGinnis Named Man Of The Year

MADISON, Wis. — W. Charles McGinnis, a well-known Jersey breeder and dairy promotion leader from Mountville, S.C., has been selected as the recipient of World Dairy Expo's 1986 Man of the Year Award. The Man of the Year is cited for his contributions to the dairy industry and must be a dairy farmer whose main source of income is derived from the farm.

McGinnis is a self-made man who has come to the forefront in virtually every organization in which he has been involved. A native of Charlotte, N.C., McGinnis received a degree in dairy husbandry from North Carolina State University. He was a member of the dairy judging team and president of the Agriculture Club and Animal Industry Club. After graduation, Charlie joined the American Jersey Cattle Club and spent seven

years as a staff member of that organization from 1957 to 1964, first as Northeast Area Representative, then as Program Director of National All-Jersey, Inc. and finally as Director of Field Services of the AJCC-NAJ.

In 1979, McGinnis and his wife, Frances, purchased an 1,800 acre ranch at Mountville, S.C., known as White Plains ranch. Today he farms 2,300 acres of land and owns 1,000 registered Jerseys, over 500 in milk with an average production of 11,500M, 600F. His former farm, Kinards in Newberry, S.C., purchased in 1970 from C. T. Smith, was then leased. McGinnis was manager of Sunbeam Farm, a famous 300-cow Jersey herd in Cherryville, N.C., from 1964 to 1970.

During his stay in North Carolina, he was president of that state's Purebred Dairy Cattle

Association and secretary of the North Carolina Jersey Breeders Association. Cattle, representing the efforts of his breeding and management, have been sold to breeders in many states through prominent sales; including Sybil Surville Jesse, EX-96, twice National Grand Champion consigned to the first Newberry Foundation Sale.

Bulls from his herd have been sold to five AI organizations. McGinnis has actively participated in the foreign market, selling to Central and South America and also to India and Pakistan. McGinnis has also been very active in dairy cattle judging on state, regional and national levels with judging duties taking him to 21 states from coast to coast and to Central America.

A vigorous promoter of the Jersey breed for nearly three decades, McGinnis has served the Jersey breed well with six years as

a member of their Board of Directors and four years as president of the American Jersey Cattle Club. He also has held numerous other positions within that organization including membership on the type advisory committee, chairman of the All-American Show and Sale, and chairman of the Newberry Foundation Sale. McGinnis also served three years as president of the South Carolina Jersey Cattle Club and represented the Jersey breed on the National PDCA Board of Directors.

McGinnis assisted in the development and served as chairman of the National Cooperative Dairy Herd Improvement Program Policy Board, which establishes policy and oversees the national testing program. He is a past president of National DHIA and was chairman

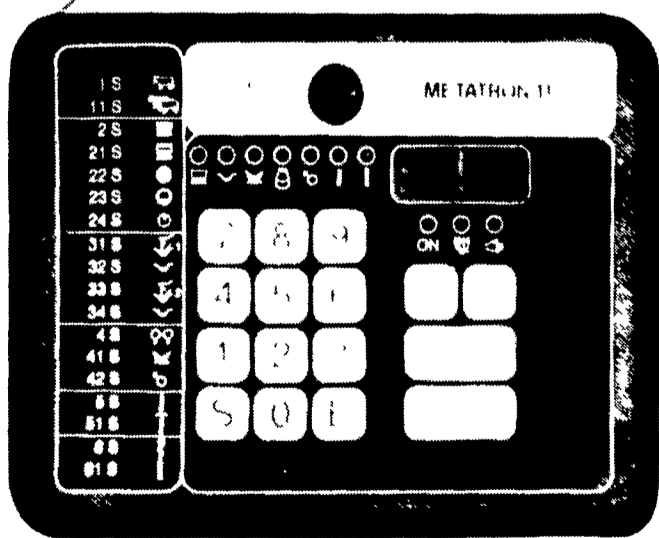
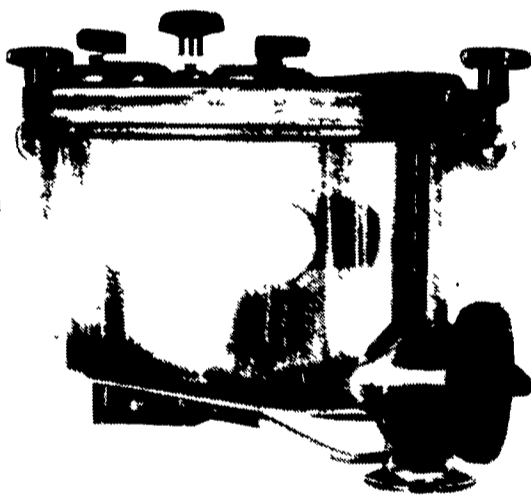
of their Outlook Committee. McGinnis is well known and respected by dairy farmers, agribusiness and government leaders. He has made, and continues to have, a significant impact on all aspects of the dairy industry. McGinnis was an original appointee to the National Dairy Promotion and Research Board and was reappointed to a three-year term in 1985.

His civic activities have included Rotary and Kiwanis. He is Master Mason and a member of the Board of Deacons of his church. Honors bestowed on McGinnis include South Carolina's Dairy Leadership Award, University of Georgia School of Veterinary Medicine's Distinguished Service Award and the 1986 Distinguished Service Award from the American Jersey Cattle Club.

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