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Earl Nelson & Norm Wood To Receive 2010 Wisconsin Cheese Makers Association Distinguished Service Award

Madison—Career cultures expert Norm Wood and Earl Nelson, co-founder of Nelson-Jameson, Inc., are recipients of the 2010 Distinguished Service Award from the Wisconsin Cheese Makers Association.

Wood and Nelson will receive special recognition here April 22, during the Industry Achievements Luncheon hosted by Danisco at the International Cheese Technology Expo (ICTE).

The award was created as a way for exceptional individuals to be recognized by their peers. All WCMA members may submit nominations and vote to select the winners.

Started in 2009, the award celebrates those whose contributions helped develop current dairy manufacturing trends, provided a foundation for future research and development, established a trusted partnership with dairy processing companies, or whose advocacy and support of quality dairy manufacturing serves as a model for others to emulate.

In short, this award recog-

nizes outstanding suppliers and manufacturers that assisted the growth and success of the US dairy industry, said WCMA's John Umhoefer.

Norm Wood

Wood, a career cultures expert with Marschall Laboratories and Danisco, began his career working under the late Stan Ferris at Marschall Laboratories in the early 1970s.

Upon Ferris' retirement, Wood assumed a key role in technical service and sales, growing the Italian cheese business for Marschall during his tenure.

He organized and directed the Marschall Cheese Seminar for many years, becoming "Mr. Italian" to his many industry contacts.

Wood was also instrumen-

tal in the introduction of Italian bulk set cultures and phosphated starter media to replace more traditional whey starters. After his retirement in 2004, Wood continued to work as a Danisco consultant until his full retirement in 2009.

Earl Nelson

Nelson founded Nelson-Jameson Inc. in 1947 with his father, T.C. Nelson, and two additional partners. This new venture came after a degree from the University of Wisconsin-Madison and service in the US Army during World War II.

Nelson had received his MBA from Harvard the same year he joined his partners to form Nelson-Jameson.

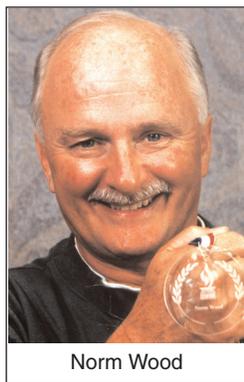
Nelson worked on the road in sales for a number of years and as the company grew, he served as president and board chairman. It was his vision that Nelson-Jameson be a "one-stop shop" for cheese makers and food processors and operated the company on the "Golden Rule" philosophy.

Today, Earl's son John is board chairman for Nelson-Jameson and a fourth generation is actively involved in company management. Though retired, Earl Nelson maintains a keen interest in the company he helped found.

Additional nominees from this year's vote will remain on future ballots, along with new nominees.

Those receiving 50 percent or more affirmative votes from WCMA members advance to the WCMA board of directors for a final confirmation vote.

Past winners of the award include, Grant Krueger, Kraft Foods; Jake Nelles, Nelles Cheese Equipment; Virgil Scherping, Scherping Systems Frank Thomas, Thomas Technical; Robert Sellars, Chr. Hansen; and Dale Seiberling. **FR**



Norm Wood



Earl Nelson