

*For Immediate Release
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Madison's Own John Oncken Named "Communicator of the Year"

Madison, Wisconsin --- The Dairy Business Association (DBA) held its 10th Annual Business Conference in Madison this week with members from across the state gathering to discuss business and share information. DBA members are a diverse group of individuals and businesses representing Wisconsin's dairy industry. Members include dairy processors, dairy farms large and small, dairy equipment manufacturers, as well as representatives from many other allied industries who all work together to keep Wisconsin's dairy industry contributing \$26.5 billion dollars to the state's economy annually.

"Each year, the Dairy Business Association presents an award to a professional who consistently communicates accurate and positive messages to the public about Wisconsin's dairy industry and agriculture," said Laurie Fischer, Executive Director of DBA. "This year, the association presented the award to John Oncken. John is the owner of Oncken Communications, a Madison-based agriculture information and consulting company. He is a well-known prolific writer whose interesting and informative stories grace the pages of Madison's Capitol Times newspaper each week entertaining and informing Capitol Times readers with stories about agriculture, farm families and rural life across Wisconsin."

Presenting the award was Dairy Business Association President Jerry Meissner who commented, "It is refreshing to read John's articles in the Cap Times as they cover a wide range of topics about everything from steam tractors to innovation in the dairy industry. Not only do his stories entertain, but they also play the important role of keeping the public informed using a creative style of writing and accurate information."

"Throughout his career, John has inspired and elevated the interest of the public on the Wisconsin dairy industry. DBA is proud to present our 2009 Communicator of the Year Award to John Oncken in honor of his creative excellence," said Laurie Fischer.



Pictured left to right: DBA President Jerry Meissner and DBA Communicator of the Year Award Winner John Oncken

About DBA

The Dairy Business Association is an industry organization comprised of dairy producers, corporate and allied industry supporters. DBA promotes the growth and success of all dairy farms in Wisconsin by fostering a positive business and political environment. For more information about DBA, please visit our website at www.widba.com.

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