

World Dairy Expo: Friends of Expo honored at annual event

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On Wednesday, November 30, World Dairy Expo hosted its annual Friends of Expo celebration, honoring the hundreds of volunteers, paid workers, and partners who make World Dairy Expo possible. Highlighting the evening was the presentation of the 2022 Friends of Expo awards. Receiving recognition this year were Bob and Marge Kaether, Berta Hansen and Adam Alesch.

Bob and Marge Kaether, Waunakee, Wis., have been essential in the success of World Dairy Expo, specifically in the Purple Cow Gift Shop and WDE's School Tour program. After a two-year hiatus of school tours, no one was more excited to see them return than Bob, who has led numerous fourth-grade students around Expo grounds, sharing his passion for the dairy industry. Marge can be found in the Purple Cow Gift Shop throughout the week, doing everything from sorting hangers and inventory to helping customers find the perfect gifts for their loved ones.

For over 20 years, Berta Hansen, Evansville, Wis., has served as the International Registration Coordinator. During this time, she has personally greeted over 58,000 international guests and manages the on-site interpreter team. Hansen has created a team that is compassionate, dedicated and essential to creating a memorable experience for Expo's international guests.

The final friend honored was Adam Alesch of Madison, Wis. As an employee at Alliant Energy Center, Alesch touches every part of Expo and ensures its success. From setting the Showring and booths for the Trade Show to creating a home for dairy cattle and their exhibitors in the New Holland Pavilions, his work begins weeks in advance of the event and concludes weeks after the last cow goes home.

Serving as the meeting place of the global dairy industry, World Dairy Expo brings

together the latest in dairy innovation and the best cattle in North America. The global dairy industry will return to Madison, Wis. for the 56th event, October 1-6, 2023, when the world's largest dairy-focused trade show, dairy and forage seminars, a world-class dairy cattle show and more will be on display. Download the World Dairy Expo mobile event app, visit worlddairyexpo.com or follow WDE on [Facebook](#), [Twitter](#), [LinkedIn](#), [Spotify](#), [Instagram](#) or [YouTube](#) for more information.