

James W. Crowley: A Lifetime of Distinguished Service

The James W. Crowley 4-H Dairy Leadership Award program provides recognition to youth who have excelled in their dairy project. The James W. Crowley Dairy Management and Extension Fund is the sponsor of this award. We are pleased to name the award in honor and memory of James W. Crowley, longtime Extension Dairy Specialist and strong supporter of dairy youth projects. Dr. James W. Crowley, or “Doc Jim”, devoted his lifetime to serving farmers and dairy professionals in Wisconsin and around the world. Crowley started his career in 1950 as an Extension Dairy Specialist at UW-Madison. Over the years, he won renown for his extraordinary communication skills, becoming a noted presenter and a regular contributor to *Hoard’s Dairyman* for ten years. While Dr. Crowley’s primary interest was dairy cattle feeding and management, his work brought him in contact with nearly every facet of the industry. A founder of World Dairy Expo, he served as dairy cattle superintendent and was honored as the first recipient of the “Friend of Expo” in 1982. He was also honored at Expo with the “Industry Person of the Year” in 1987. Dr. Crowley served as coach of the UW Dairy Cattle Judging team and his teams placed among the top ten nationally in five of the nine years he coached. Always taking a progressive approach to dairying, Dr. Crowley headed up the UW Dairy Science Department’s involvement in DHI programs, leading the Wisconsin DHI Cooperative into the age of computerized record-keeping in the late 1950’s. He also helped establish Wisconsin’s forage quality programs. He received many honors in recognition of his numerous contributions to the dairy industry. Crowley’s enthusiasm and vision laid the groundwork for many current youth programs in the state. His broad interest in dairy cattle management and in young people who will be tomorrow’s dairy leaders has been vital in keeping Wisconsin “America’s Dairyland.”