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Two Outstanding Individuals to Be Honored at All-American Dairy Show

Award Winners to be Honored at Premier National Junior Show Supreme Pageant on Sept. 15

Harrisburg, Pa. (September 11, 2025) – Two distinguished individuals will be recognized this year for their contributions that have shaped the All-American Dairy Show. Steve Shaw of Williamsburg, PA, will receive the Obie Snider Award, and Betsy Musser of Enon Valley, PA, will receive the Image Award.

The Obie Snider Award, established in memory of Obie Snider, a founding father of the All-American Dairy Show, recognizes an individual who places significant value on service to the dairy industry and community and who displays high standards of conduct.

This year's recipient, Steve Shaw, has shown cows with his parents or children at the All-American Dairy Show for more than 50 years—including during three floods. He has exhibited under the Linden Loch Holsteins prefix and Double Shawt Jerseys. In addition to exhibiting, Shaw has judged several shows at the All-American, including the Pennsylvania Fall Championship Show and the All-American Red & White Show.

Shaw graduated from The Pennsylvania State University in 1985 with a degree in dairy husbandry. After graduation, he returned to the family farm in the Oley Valley in Berks County before moving to Williamsburg in Blair County, where he farmed with the England family. He later joined Cargill Animal Nutrition, where he has worked for more than 36 years as a dairy nutritionist and national sales director. Shaw has also been a 4-H leader for more than 20 years alongside Muffy Bechtel. His service includes roles as a Dairy Bowl coach, dairy judging coach, Williamsburg FFA committee member, Blair County Holstein Club board member, and participant in several Pennsylvania Holstein convention committees.

"His passion for dairying comes through in everything he does, making him a true leader and a voice for dairy farm families," noted colleague Josh Hushon.

Shaw and his wife, MaryLynn, live in Williamsburg, PA. They are the parents of a blended family of six children: Erin Schupbach, Rebecca Pfeffer, Emily Schaapman, Tyler Shaw, Alexis Nash, and Mason Nash. Erin and her husband, Nick, have two children, Alex and Eva, while Emily and her husband, Ruben, have a son, Theodore "Teddy" Schaapman. Shaw has expressed that he feels fortunate to love his work and blessed to be part of Pennsylvania's dairy industry.

The Image Award is presented annually to an individual who has enhanced the image of the All-American Dairy Show through notable contributions to its reputation, prestige, and welfare.

The 2025 recipient, Betsy Musser, became involved with the All-American Dairy Show more than 20 years ago through her friendship with former director Denise Whiting, also a past Image Award recipient. Musser began by volunteering wherever help was needed, from decorating

Show rings and picture areas, to coordinating the All American supreme pageant into what it was for over 13 years.

Musser is a partner in Den Be Farms Inc., Enon Valley, PA, with her husband, Dennis, daughter Cassie, and son-in-law Nate Rassau. The Den Be herd was established in 1988, and in 1995 Dennis and Betsy purchased Dennis's family farm. The Musser farm originated from a Revolutionary War land grant awarded to Peter Musser for his service.

Today, the family milks 165 cows, including Guernseys, Jerseys, Holsteins, Milking Shorthorns, Ayrshires, and one Brown Swiss. They have bred and developed cattle of distinction across several breeds. Musser continues to be dedicated to the dairy industry, breed associations, dairy promotion, and mentoring youth.

These awards will be presented at the All-American Dairy Show on Monday, September 15, 2025, at 5:30 p.m. during the Premier National Junior Show Supreme Champion Pageant. The ceremony will be held at the Pennsylvania Farm Show Complex and Expo Center in Harrisburg.

For more information, contact the All-American Dairy Show at 717.787.2905, or by email at aads@pa.gov, or visit the website at allamericandairyshow.com.

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Photo caption: Steve Shaw of Williamsburg, Pa., will receive the Obie Snider Award on Monday, September 15 at 5:30 p.m., during the Premier National Junior Show Supreme Champion Pageant at the Pennsylvania Farm Show Complex and Expo Center, Harrisburg.



Photo caption: Betsy Musser of Enon Valley, Pa., will receive the Image Award on Monday, September 15 at 5:30 p.m., during the Premier National Junior Show Supreme Champion Pageant at the Pennsylvania Farm Show Complex and Expo Center, Harrisburg.