Memorial Resolution of the Faculty of the University of Wisconsin-Madison
On the Death of Professor Emeritus William Terry Howard

Professor Emeritus W. Terry Howard passed away on February 26, 2017 at age 80. Terry was born on April 14, 1936 in Pueblo, Colorado. As a youth he grew up on registered Guernsey and Holstein farms managed by his father in Colorado, Missouri, Iowa, Illinois, and California. During his years in Illinois, he was active in 4-H dairy projects, served as president of his 4-H club, received outstanding member recognition in his county, and earned top-ten individual honors in the 1953 Illinois State 4-H Judging Contest.

Terry earned BS and MS degrees in Dairy Science at the University of Nebraska-Lincoln. An individual of tall stature and strong frame, he was recruited to play on the Cornhusker’s varsity basketball team and was proud to have competed against Wilt Chamberlain, a preeminent college and professional player. Upon completion of the BS in 1958, he became manager of the University dairy herd, coached dairy cattle judging teams, and taught dairy courses while earning credits for the MS that he received in 1964. He completed the PhD at Purdue University in 1966 with a thesis project that was one of the first to have fed least-cost linear programmed diets to lactating dairy cattle.

Professor W. Terry Howard's 30-year career in the Dairy Science Department at UW-Madison began in 1966 and continued until retirement in 1995. His responsibilities were extension education for dairy cattle feeding and nutrition as part of the UW Cooperative Extension program. He served Wisconsin dairy producers, county extension educators, and feed industry specialists with his expertise. His contributions to the dairy industry as a researcher, educator, and communicator have been recognized throughout Wisconsin, the United States, and internationally. His work has benefitted the dairy cattle industry, producers and youth. Professor Howard’s ultimate #1 goal was always to help dairy farmers operate efficiently and profitably!

• His extension programming is credited with the following advancements in dairy cattle feeding and management for improved production efficiency and reduced feed costs: least-cost dairy ration formulation, the feeding of total-mixed rations and whole cottonseed in Wisconsin and the Upper Midwest, the use of neutral detergent fiber (NDF) in dairy ration formulation and forage evaluation, the feeding of alfalfa hay and silage with an emphasis on high quality alfalfa, and the feeding of byproduct feedstuffs to dairy cattle.

• In the early days of computer technology and throughout his career, he provided software designed to balance dairy cow rations based on laboratory results for nutrient composition of farm grown forages. Especially well known and widely used were his WISPLAN Badger Balancer, total mixed ration (TMR), and least-cost dairy (LCD) ration formulation programs.

• He was co-leader of the Wisconsin near infrared (NIR) forage analysis project which implemented the first rapid, low cost forage testing for farmers using NIR systems of analysis.

• His most widely read Extension publications included those on calf and heifer nutrition and management, forage and TMR sampling procedures, determining feed inventories, and feeding byproducts to dairy cattle.
• In UW Farm & Industry Short Course, he taught Dairy Herd Management for 22 years.

• For the Dairy Herd Improvement Association (DHIA) and their official testing programs, he provided leadership for development of feeding guides and options along with nutrition and management training programs for DHIA supervisors.

• He was tireless in his involvement on international dairy nutrition and management outreach with efforts in the following countries: Spain, Hungary, Tahiti, Canada, Costa Rica, Columbia, Guatemala, Ecuador, Italy, Jamaica, Japan, Dominican Republic, Czechoslovakia, Poland, South Africa, United Kingdom, and Russia. Additionally, he hosted and presented to numerous international visitors that came to Wisconsin.

Professor Howard’s contributions to the dairy industry have been recognized with several honors: Wisconsin Forage Council, Outstanding Educator Award (1986); Wisconsin County Agricultural Agents, Second Mile Award (1989); American Dairy Science Association, Extension Educator Award (1989); World Dairy Expo, President’s Award (1991) and Industry Person of the Year (1994); Wisconsin Dairy Herd Improvement Cooperative, Friend of DHI Award (1996); and Wisconsin 4-H Foundation, Youth Development Hall of Fame (2016).

Professor Howard provided many years of service and leadership in both the dairy industry and Madison community. Best known are his many years of work with World Dairy Expo from its founding in 1967: Holstein Breed Superintendent until 1988; Dairy Show Superintendent through 2007; and Board of Directors. He was an accredited dairy cattle judge by the Wisconsin Purebred Dairy Cattle Association and served as chair of its Annual Judges Conference. Annually, he judged dairy shows for 4-H and FFA events and county fairs throughout Wisconsin. Professor Howard was twice called upon to represent UW Dairy Science Department and College of Agricultural & Life Sciences on the Wisconsin’s Governor’s Drought Committee and Drought Assessment Task Force.

Terry was a life-long member of Mount Olive Lutheran Church where he served as Elder and Bible Class teacher. For nine years, including one year as president, he served on the Board of Directors of the Saint Coletta Home in Jefferson, WI for adults with developmental disabilities and other challenges. Terry was a 31-year member of Madison West Kiwanis including a term as president in 1993. In Dane County 4-H, he was project leader for 9 years, served 4 years on the 4-H Leaders Council and 3 years on the Junior Fair Board. For many years, Terry continued to play basketball in recreational leagues.

Terry is survived by his wife, Karen, of 56 years, sons Steven (Ember) Howard and Matthew Howard, daughter Rachel Howard, and 5 grandchildren: Patrick (Wendy) Wiltzius, Tavon Howard, Deon Howard, Jeffrey (Gabrielle) Howard, and Hailey (Ryan) Jenson.

Memorial Resolution Committee: Dairy Science Professors Randy Shaver, George Shook, Ric Grummer, and Dave Combs