

City of Chino ❖ Hall of Fame

presented on April 28, 2004 honoring

Willard E. Bartel

Williard E. Bartel, livestock and dairy businessman, believed in reinvesting the proceeds of his life work back into the community and society.

Much of his service was to youth, through the YMCA, 4-H, Future Farmers and the Chino Youth Museum. His reach was international through Heifer Project International.

Mr. Bartel was born June 7, 1910. After growing up on a farm in Kasson, Minnesota, he came to California as a young man. He milked cows for ten years in El Monte before establishing his own cash-and-carry dairy. Coming to the Chino Valley in 1963, he established Sunshine Dairy Sales.

He and his wife Ursula assisted in youth agricultural programs, and Mr. Bartel served on the board of directors of both the West End and Chino Valley YMCAs. He was a major promoter and fundraiser for the new Chino Valley YMCA building in the early nineties.

His interest in providing livestock for third world farm families led to service on the board of the Little Rock-based Heifer Project International as Western Region Director, and the Heifer Project Foundation. Through his efforts, young cows from the Chino Valley found their way to Latin America, Africa and other world locations, where they were used to improve herds and milk production.

Mr. Bartel was active in the United Methodist Church and the Chino Rotary Club. In 1978 he was named Dairyman of the Year by the Chino Valley Chamber of Commerce.

Throughout their 50 years of marriage, Mr. and Mrs. Bartel worked as partners in community service.

Mr. Bartel died in February 1992, a day after he was named Chino's Outstanding Citizen of the Year.