



HOLSTEIN ASSOCIATION USA, INC.

BOARD ELECTIONS

2013 ANNUAL MEETING JULY 10-11

MARRIOTT INDIANAPOLIS
DOWNTOWN
Indianapolis, Indiana

To help delegates make an informed decision when electing the leaders of the Association, candidates have provided information on their experiences and perspectives on the dairy industry and Holstein Association USA, Inc.

Elections will be held at the 2013 Holstein Association USA, Inc. Annual Meeting for president, vice president, Region 1, 4 and 6 directors, and one At-Large director. Any unsuccessful regional director candidate may run for the At-Large position if they so choose. For more information, visit www.holsteinusa.com or contact Nominating committee staff liaison Jodi Hoynoski 800.952.5200, ext. 4261, or jhoynoski@holstein.com.

Get to Know Your Board Candidates

President	Glen E. Brown, Coalville, Utah	801.573.4860
Vice President	John Bierbaum, Burnsville, Minn. Gordie Cook, Hadley, Mass. John C. Kalmey, Shelbyville, Ky. Robert Nigh, Viroqua, Wis. Hank Van Exel, Lodi, Calif.	952.250.9660 413.447.1461 502.633.1646 608.689.2633 209.810.0880
Region 1 Director	Peter B. Waterman, Sabattus, Maine	207.577.9381
Region 4 Director	Gayle Carson, Gray, Tenn.	423.341.3700
Region 6 Director	Gale Hoese, Glencoe, Minn. • Mark Kerndt, Waukon, Iowa Phil Specht, McGregor, Iowa Chuck Will, Underwood, Minn.	320.510.1924 563.568.1727 563.873.2498 218.826.6725
	• <i>Note that Mark Kerndt has declared as a Region 6 director candidate but is not endorsed by the Nominating committee because his employment creates the likelihood of potential conflicts of interest which would disrupt his board service.</i>	
At-Large Director	Corey Geiger, Mukwonago, Wis.	920.650.0294

Candidate for President



Coalville, Utah
801.573.4860

Glen E. Brown, of Coalville, Utah, received his bachelor's degree in dairy science from Utah State University, and has been the manager of the family-owned Brown Dairy operation for 46 years. With the farm 35 miles east of Salt Lake City, "Brownking" Holsteins milks 360 cows. Their rolling herd average is 26,088 pounds of milk, 833 pounds of fat, and 834 pounds of protein.

Brown is currently finishing his two-year term as vice president and has served two terms as Region 8 director on the Holstein Association USA board. He chaired the National FAIR & Animal ID Advisory, Legislative Affairs, and Genetic Advancement committees. He is a past president of the Utah Holstein Association, and exhibits at state and regional shows. He won the Utah State Distinguished Breeders award, and has been a Holstein USA member for over 40 years.

Brown spent 15 years in the Utah State Legislature, with two years as speaker of the House. He was on the Utah State Transportation Commission, and was chairman for 11 of the 13 years he served. Glen has been on several irrigation boards and held several local church leadership positions.

Glen and his wife, Frankie, have two sons, two daughters, and sixteen grandchildren.

Candidates for Vice President



Burnsville, Minn.
952.250.9660

John Bierbaum, of Burnsville, Minn., earned his bachelor's degree in business administration – accounting from the University of Minnesota Carlson School of Business. He worked as a CPA for Arthur Andersen & Co., served as Pohlads Companies Senior Vice President and Chief Financial Officer, and then Treasurer and CFO of the Archdiocese of Saint Paul and Minneapolis. He retired

in March 2013, but remains active in dairying with Johnan Holsteins in Mantorville, Minn. They milk 69 Holsteins on 125 acres. The herd has a 107.4 BAA and has been a recipient of the Progressive Genetics Herd award.

Bierbaum served two terms as Region 6 director on the Holstein Association USA board. During that time, he chaired the Audit committee, and served on the Executive and Governance committees. He is current chairman of the Holstein Foundation board of trustees. He chaired the 2010 National Holstein Convention, and is a former president and director of Minnesota Holstein Association. He has received the Person of the Year, President's award, and Long-time Meritorious Service award from the Minnesota Holstein Association. He also received the Friend of Minnesota Junior Holstein Association award.

John is a former chair and program director of Leadership Minneapolis, and was honored as Alumni of the Year. He is a mentor for Mentium Minneapolis. He is a former chairman and trustee for the Academy of Holy Angels, and won the St. Joseph Award for distinguished service. He is a current trustee and finance chair for Holy Family Catholic High School, trustee and treasurer for Catholic Finance Corporation, and is an active member of St. John the Baptist Catholic Church.

He and his wife, Nancy, have three children and two grandchildren.



Hadley, Mass.
413.447.1461

Gordie Cook, of Hadley, Mass. received his bachelor's degree in animal & vet science at the University of Massachusetts. He was born and raised on his family's four-generation farm, which he took over in the 1980s. In 1993, his son, Hank, joined him full-time on the farm. The 50 cow milking herd has a rolling herd average of 24,000 pounds of milk, a 110 BAA, and earned the PBR award

for over 20 years. Cook Farms has been awarded New England Master Breeder and won Premier Breeder

at the Massachusetts State Holstein Show numerous times. They also have an ice cream store on the farm named Flayvors.

Cook served two terms as an At-Large director on the Holstein Association USA board. He chaired the Legislative Affairs committee and served on the International and Executive committees. He testified on behalf of Holstein USA members to the House of Representatives dairy subcommittee about milk marketing issues. He is a past president of the Massachusetts Holstein Association.

Gordie is involved in a local milk cooperative as past president and now as vice president in charge of marketing milk for the group of dairymen. He is a member of the First Church of Christ and the Hadley Farm Commission.

Cook and his wife, Beth, have four children and ten grandchildren.



Shelbyville, Ky.
502.633.1646

John C. Kalmey, of Shelbyville, Ky., earned his bachelor's degree in animal science from the University of Kentucky, and has been a partner in Kalmey Dairy Farm ever since. With a prefix of "Kalmey's," they milk 120 Registered Holsteins and farm 480 acres. The herd has won the Progressive Breeders Registry award ten times, and has a rolling herd average of 19,659 pounds

of milk, 745 pounds of fat and 613 pounds of protein. Their BAA is 106.4.

John served two terms as Region 4 director on the Holstein Association USA board. He chaired the National FAIR & Animal ID Advisory committee, and served on the Executive, Governance, Junior Advisory, and Nominating committees. He was a delegate to National Holstein Convention many times. He was chairman of the 1998 National Holstein Convention hosted by Kentucky and has been very involved in the Kentucky Holstein Cattle Club, serving as president, vice president, and Kentucky National Holstein Show and Sale chairman. John was a Holstein Association USA Distinguished Junior Member in 1970.

Kalmey served on the USDA Secretary of Agriculture's Animal Health Advisory Committee, Mid-South Dairy Records board of directors, Dean Foods Animal Welfare Advisory Council, and the Kentucky State Health Department Milk Safety Branch Producer Advisory committee. He is also involved in the First Presbyterian Church.

John's wife is Ann Chaney Kalmey.



Viroqua, Wis.
608.689.2633

Robert Nigh, of Viroqua, Wis., attended University of Wisconsin-Platteville. He farms in partnership with his brother at LIRR Farm. They milk 80 Registered Holsteins, have a beef recipient herd, and run 1,600 acres of cropland. They have been a Progressive Genetics Herd for 22 years and are a past Progressive Breeders Registry herd.

Nigh served two terms as Region 5 director for Holstein Association USA. He chaired the Audit committee for four years, and served on the International and Genetic Advancement committees. He still serves on the Holstein USA Audit committee, and has served on his county and state Holstein boards.

Robert is a graduate of the Wisconsin Rural Leadership program (now Leadership Wisconsin). He also completed leadership training program through his involvement on boards with the Farm Credit System and Wisconsin School Board Association. He was a member of the Badgerland Farm Credit board for six years, and chaired the Compensation committee. He has been a school board member for 17 years, 14 of which he was an officer. He is currently Township treasurer, local fire department assistant chief, and county Farm Bureau vice president. He is a 4-H leader and dairy judging coach. Robert is a member of the Viroqua Church of Christ, and enjoys attending his childrens' events and deer hunting.

He and his wife, Betty, have four children.



Lodi, Calif.
209.810.0880

Hank Van Exel, of Lodi, Calif. attended California Polytechnic State University. He milks 1,500 Holsteins and 300 Jerseys at Van Exel Dairy, and farms 2,000 acres of cropland. The Holstein herd consists of more than 75 Excellent cows and 440 Very Good cows, and has a rolling herd average of 31,913 pounds of milk, 1132 pounds of fat, and 952 pounds of protein. They have had

over 35 All-American nominations, and won Premier Exhibitor at the California State Show five times.

Van Exel served two terms as Holstein Association USA Region 9 director. He was chairman of the Show and Legislative Affairs committees, and served on Executive committee. He has also served on the California Holstein Association board and Western National Show committee. He has been state show chairman, state sale chairman, state convention co-chairman, and was a 2009 National Holstein Convention co-chairman. He received California's Distinguished Young and Senior Holstein Breeder awards.

Hank has judged Holsteins and Jerseys at World Dairy Expo, at the Royal Winter Fair, and in 12 countries. He is a Woodbridge Irrigation District director and Brack Tract Water District director. He is a former Western United Dairyman director, and served ten years on the San Joaquin County DHIA board. He is a Farm Bureau member, 4-H leader, and former school board member and youth sports coach. He is a past deacon and Zion Reformed Church member. His hobbies include all sports, but he particularly enjoys golf.

He and his wife, Carolyn, have three children, all active in the dairy business as well as the Holstein Association, and six grandchildren.

Candidate for Region 1 Director



Sabattus, Maine
207.577.9381

Peter B. Waterman, of Sabattus, Maine, received his bachelor's degree in agricultural and resource economics from the University of Maine. Since 1981, he has been the herd manager for Waterman Farms, Inc., and president since 2002. Under the "Rodonwa" prefix, they have 140 head with around 55 milking and crop 200 acres. The herd has a 109.2 BAA with 14 Excellent cows,

30 Very Good and 12 Good Plus. His herd has won the Progressive Genetics Herd award 15 times and the Progressive Breeders Registry award eight times. The farm was honored as the 1994 Maine Dairy Farm of the Year and 2009 Androscoggin Valley Conservation Farm of the Year.

Peter has served on the Holstein USA board for the past three years as Region 1 director. He currently serves on the International and Type Advisory committees. He was general chairman of the 2005 National Holstein Convention in Portland, Maine, and has been a 14-time delegate to National Holstein Convention. He is a past president of the New England and Maine Holstein Associations. He was honored as Maine's Outstanding Young Holstein Breeder in 1994, and Distinguished Dairy Cattle Breeder in 2005. He is New England Holstein Association's Finance committee chairman.

Waterman has been the Tri-County DHIA president for over 20 years, and served as a Agri-Mark milk cooperative delegate the past five years. He was a Maine Dairy Ad Hoc committee member in 2006 and served on the Governor's Dairy Task Force in 2003. He was vice chairman of the Sabattus Comprehensive Planning committee in 2006.

Peter has two children, three step-children, two grandchildren, and a wife, Vicki.

Candidate for Region 4 Director



Gray, Tenn.
423.341.3700

Gayle Carson, of Gray, Tenn., received his bachelor's degree from the University of Tennessee with a major in agriculture education and minor in dairy production. In 2009, he retired from Southeast Select Sires after 32 years of service, most recently as dairy coordinator.

Carson was also involved in management and part owner of Keeland Dairy in Tennessee – a 120-cow family dairy operation that dispersed in 1987. At that time, they had a 107 BAA and rolling herd average over 21,000 pounds of milk. The "Keef" herd won the Progressive Breeder's Registry award five times, bred 23 Excellent cows, developed nine Gold Medal Dams, and exhibited numerous All-Tennessee show winners.

Gayle has served on the Holstein USA board for the past three years as Region 4 director. He currently chairs the International committee, and serves on the Type Advisory committee. He has also served on the Nominating committee and HFS board.

Carson was the 2007 National Holstein Convention Sale chairman in Knoxville, Tenn., and is a past president of the Tennessee Holstein Association. He served on a National ad-Hoc committee on improving value of Registered Holsteins. He has served on the All-American judges panel has been a pedigree reader and ringman at national, regional, state and local sales. In his community, Carson is very involved at the Boones Creek Christian Church.

Gayle and his wife, Teresa, have two children.

Candidates for Region 6 Director



Glencoe, Minn.
320.510.1924

Gale Hoese, of Glencoe, Minn., has operated Chelsea Holsteins since 1996, when he built a new freestall barn for 150 cows one and a quarter miles from his home farm. He had a milking herd sale in 2009 and since has been marketing the young stock as they approach milking age. He currently owns 30 head, some in partnership, and some of which are milking cows housed at other

dairies. He is flushing some of the heifers, and is looking to reach a higher genomic market. He also has hopes of finding a partner to help get his dairy facility up and running again.

Since 1974, Gale has also been involved in the family business of Security Bank and Trust Co. and became

chairman and CEO in 1985. The company was started in 1935 by his grandfather, A.W. Hoese. The operation is currently serving ten communities in two counties southwest of the Minneapolis-St. Paul area. The banking operation has over \$400 million in assets, serving agriculture, commercial and consumer credit needs, and a variety of trust services.

Hoese currently serves on the Holstein USA Audit committee. He is a former Vice President and Finance committee chair with Minnesota Holstein Association, and served on their board for nine years. He has also been active with county Holstein association, as a director and treasurer.

Gale has been a director for Glencoe Development since 1990, a director for Bongards Creamery, and First Congregational Church trustee. He is also a founder of Panther Field House in Glencoe.

He has a wife, Carmen, and one daughter.



Waukon, Iowa
563.568.1727

Mark Kerndt, of Waukon, Iowa, received his bachelor's degree from Iowa State University in dairy science. Following graduation, Mark farmed with his father at Kerndtway Holsteins for 16 years. The 50-cow tie-stall herd won PBR and PGH recognition and received several state production awards. He then worked for three years as herdsman for Regancrest Holsteins before becoming part-owner and

operator of Premier Genetics for the next six years. Their 50 cow tie-stall herd had a rolling herd average over 25,000 pounds of milk with a 109 BAA, and had two Red and White Junior Champions at World Dairy Expo. He is currently the director of marketing for Prairie State Select Sires. He also operates Kerndtway Holsteins and crop farm, which buys, sells and breeds Holstein heifers, and uses IVF.

Kerndt has served as a delegate to National Holstein Convention many times. He is a past-president of Iowa Holstein Association and is currently finance co-chair for the 2014 National Holstein Convention. He was sale chair of the 2001 National Holstein Convention in Cedar Rapids, Iowa. Mark was the 1997 Iowa Outstanding Young Holstein Breeder, and was inducted into the Iowa Holstein Hall of Fame in 2013.

Mark received honorary membership into the Iowa State University Dairy Science Club. He currently serves as co-chair for the Allamakee County Republicans, and has played an active role in many community and church organizations. He enjoys his leisure time following collegiate sports, particularly Iowa State University.

- *Note that Mark Kerndt has declared as a Region 6 director candidate but is not endorsed by the Nominating committee because his employment creates the likelihood of potential conflicts of interest which would disrupt his board service.*



McGregor, Iowa
563.873.2498

Phil Specht, of McGregor, Iowa, received his bachelor's degree from Wartburg College and did post-graduate work in sustainable agriculture at Iowa State University. He worked for ABS for a short time after college, before returning home to the family farm which grew over 1,000 acres of corn and milked a small herd. Then, Phil moved to Clayton County to specialize in dairying

and grew his herd as an early adopter of ET. He did some showing and had some top production cows, but since changing to grazing, his emphasis changed to be geared towards winning the Progressive Genetics Herd award as a measure against the industry. He breeds cows under the "Pearlmaker" prefix.

Phil is a former president of his county Holstein club and local DHI cooperative. He enjoys making milkshakes for his dairy promotion group at county fair, and is lifetime member of National Dairy Shrine. His favorite activity is being a railbird at World Dairy Expo.

Specht has served on board for his local Farm Bureau, Three Rivers FS, the Corn Growers, and a forestry cooperative. He was a delegate to the National Institute of Cooperative Education. He chaired the county conservation board and was on the committee that founded Silos and Smokestacks National Park. He was elected to the Iowa Democratic Party State Central committee three different ways, first as state chair of the County Chair's Association, as vice chair of the Congressional District, and as state chair of the Platform committee. He was also a host for the '92 Clinton/Gore bus tour.

Phil is married to Sharon, and has two step-sons and a son.



Underwood, Minn.
218.826.6725

Chuck Will, of Underwood, Minn., has an agriculture education degree from the University of Minnesota. He was an extension educator for seven years before beginning Willolea Holsteins and Chuck Will Sales. His operation includes a 35-cow Registered herd, and a 60-cow organic herd. His herd has a 113.3 BAA, and has produced many local, state and national show award winners.

Will is a past president of Minnesota Holstein Association, and served on the board nine years. He has been honored as their Person of the Year, chaired past state conventions, and hosted field days and barn meetings. He has managed two National Red and White Convention sales and over 300 consignment and dispersal sales. Chuck has also served on the national Red and White Finance committee.

Chuck was inducted into the Minnesota Livestock Breeders Hall of Fame in 2013. He served on a USLGE trade mission to Great Britain for the Red and White Association. He is involved in various community organizations, including his church, and has served as township clerk. He started a state 4-H horse judging contest, and has coached 4-H dairy judging teams, as well as youth baseball teams. He also chaired a group that started his county 4-H livestock auction.

He and his wife, Sue, have five children and many grandchildren.

Candidate for At-Large Director



Mukwonago, Wis.
920.650.0294

Corey Geiger, of Mukwonago, Wis., graduated from the University of Wisconsin-Madison with degrees in dairy science and agricultural economics. Since 2010, Geiger has served on the Holstein Association USA board of directors as an At-Large director and has been active on the following committees: Legislative Affairs, 2010-present; Junior Advisory committee, 2010-present; Audit

committee, 2012-present; and International Marketing committee, 2010-2012.

Since June 1995, Geiger has served on the editorial team of *Hoard's Dairyman* magazine and now serves as managing editor. He has traveled to 45 states, eight Canadian provinces and five other countries to cover the dairy industry. Geiger grew up on Ran-Rose Holsteins, Reedsville, Wis. Today, Geiger is part owner of the 146-year-old dairy operation and represents the sixth generation involved with the 377-acre farm. Geiger works three to five days a month on the farm: milking cows, handling herd checks, planning matings, coordinating cattle sales, and doing field work.

Geiger has been a delegate to seven National Holstein Conventions and has served on the Holstein Foundation's Young Dairy Leader's Institute Advisory committee. As an eight-year member of the Wisconsin Holstein board of directors, Geiger has been a seven-year member of the executive committee and has served as board president (twice), vice-president (twice) and secretary (three times). He also chaired the communication, scholarship and finance committees.

In October 2007, Corey married Krista Knigge.

QUESTION #1:**Are you currently dairying?**

If yes, please describe your operation, including how many head you milk, what percent are Registered Holsteins and which of the Association's programs are you currently using?

Brown: Yes, I am currently dairying, milking 300 head three times a day. We register 100% of our animals. We run a freestall operation and purchase 90% of our feed. We are on Holstein COMPLETE, TriStar, and do some genomic testing.

Bierbaum: We currently milk in a traditional operation with 56 tie-stalls and 12 box stalls. The herd is now operated jointly in a share lease with a young couple. I am involved with breeding and marketing decisions and help with chores when I am able. Of my half of the herd all but two head are registered. The tenant also has registered Holsteins and 5 Jersey cows. Total of 74 cows. The herd is on the COMPLETE program (in fact was the first herd enrolled in the program at its inception) and our DHIA records are processed by Agritech Analytics. We classify every 7 months.

Cook: Yes, we milk 50 head – 85% Holstein 15% Jerseys. We have an ice cream shop on the farm. Most of our roughage is home grown. We buy concentrates. We are enrolled in COMPLETE with Tag ID.

Kalmey: I currently make my living milking Registered Holsteins. Kalmey Dairy Farm is a partnership involving my father, my wife and myself. All of our cattle are Registered Holsteins and we currently milk approximately 120 head. Cows are milked in a double-six herringbone parlor, housed in freestalls, and fed a TMR. Cows have access to pasture, weather permitting. We raise all our own replacements as well as some bulls that are sold for breeding purposes. We farm 480 acres and produce all our feed except for protein and mineral supplements. Our primary crops are corn and alfalfa. Our herd has been enrolled in Holstein COMPLETE since the program's inception and we use all of the programs that COMPLETE includes. We also transfer cattle, register bulls and from time to time use the services of our regional

representative. Our cattle are identified using Tag ID and we use EASY to register our calves. When it became available, we started using Dairy Rhythms herd management software and test with AgriTech Analytics (ATA).

Nigh: We milk 80 Registered Holsteins and have had an all registered herd since the 70's. We raise our own replacements. We are currently enrolled in Holstein COMPLETE and we classify regularly. We use Tag ID and the EASY program and do genomic testing.

Van Exel: We currently milk a total of 1,800 cows; 1,500 Holsteins and 300 Jerseys, 90% of which are registered. We farm 2,000 acres. We are currently enrolled in the Holstein COMPLETE program and have been classifying our herd since 1970. We also have enjoyed using the Tag ID program.

Waterman: Yes, we milk 55 cows in a traditional tie-stall barn. Calves are started in hutches and then move through a series of bed-pack pens until they calve and enter the milking string. We currently have 140 head (half milking and dry, and half youngstock). All the forage is homegrown. I use several Holstein programs including registration, classification, pedigrees and genomic testing.

Carson: No, but I have in the past. I was a herdsman for a leading investor herd in New York, and had the opportunity to work with All-Americans and record-setting sales. In Tennessee, I was involved in management and part ownership in Keeland Dairy, a family farm of 120 milking cows, which received several PBR awards and set production records.

My occupation as a mating analyst for Southeast Select Sires and life-long involvement with sale selections has placed me on many farms of many different management styles. I often see a variety of Holstein Association programs used that best fit an individual's operation. This diversity of products has enabled many dairymen to remain participants on some level in Holstein products. It is awe-inspiring to know, that even in today's dairy economy and with the challenges of the past year, that family dairy farmers

– the cornerstone of the Holstein Association – have maintained such a strong resolve, and an even stronger resiliency as they face an uncertain future. Holstein meets those needs with a range of programs.

Hoese: Our dairy is under the name of Chelsea Holsteins. Currently we own 30 head which are 50% Registered. Programs used are EASY tag program, MultiMate, genomic testing and classification.

Kerndt: I no longer maintain a milking herd of cows. Instead I own and develop Holstein heifers. I use an IVF program which has resulted in ET calves that allows me to market breeding stock, both heifers and bulls. I enjoy the challenge of breeding good cattle. Any heifers I own are either freshened in another herd or sold before they calve.

Cattle are registered through the Tag ID and EASY program. I also use the genomic testing services and rely on the Holstein USA web site for other information.

Specht: I currently milk 122 100% Registered Holsteins in a Certified Organic rotational grazing system and utilize Holstein COMPLETE.

Will: Yes. We milk two herds. One is 100% Registered and the other is an organic herd we use as recipients for the registered embryos. We use Holstein COMPLETE, classification, genomic testing and also order pedigrees, do registrations and transfers.

Geiger: We are enrolled in COMPLETE and have used the EASY Program, RFID and custom tags for over a decade. Since 1989, we have classified every rotation. The entirely registered homebred herd averages 23,343 M, 885 F, 707 P, and 106.9 BAA. For the past 18 years, our somatic cell has been under 100,000 with yearly averages as low as 55,000 on shipped milk. Three cows bearing our prefix produced over 300,000 lifetime with the highest at 384,552. That cow's granddam was the former Wisconsin lifetime record holder at 342,501 pounds. They are members of a four-generation cow family that produced 1.245 million pounds. I worked extensively with all four and mated three of them. We have placed five bulls in A.I. sampling programs over the last five

years. In 2004, I was co-breeder and co-owner of MS CCB Adolph Roxette, the High Honorable Mention All-American Summer Yearling.

QUESTION #2:
Which of the Holstein Association programs and services do you find most valuable and why?

Brown: All of the programs and services provide value to our dairy operation. Classification is an important tool that helps with our matings to improve our herd. EASY registration helps to keep us current.

Cook: COMPLETE – It helps us be more cost effective on the programs we regularly use and it encourages us to identify earlier. Member services – These folks are always on and my experience is that if they cannot help me immediately then they send me to someone who can.

Kalmey: While all of Holstein Association USA's programs are important to me, registration is the most important because animal identification is essential for all management decisions. DHIR and classification help me breed and manage more profitable cattle as well as help me merchandise surplus breeding stock. The basis of both of these programs is accurate animal identification. Registration and the accurate identification it provides is essential to everything we do to get more from our cattle.

Nigh: We have always liked the classification program for the education and the herd improvement aspects. Holstein COMPLETE has been a nice way to save money, offering simplicity and bundling the services that we use. The EASY program with Tag ID has streamlined our identification needs.

Van Exel: We find the Holstein COMPLETE and the classification programs help us with herd management and really add to our breeding program. These programs keep our herd going in the right direction.

Bierbaum: Classification and genetic evaluation are essential tools in our breeding program. Sire selection is enhanced by having outside assessment for corrective

breeding and to prevent drift from a philosophy of type/production balance. Having said that, it is too easy to overlook the basics of registration, record keeping and pedigrees. The same could be said for the value of advice and encouragement that comes from our regional representative and the classifiers themselves. And as I slowly mature, I come to relish more and more the friends and acquaintances that Holstein USA affords.

Waterman: The Red Book is a tool I use frequently as a resource. The TriStar program, registration, pedigrees and genomic testing are all utilized on the farm. Classification is the one program that is most valuable for me. The reason we have good registered cows is to build and extend pedigrees, and create more value.

Carson: Holstein COMPLETE – the name says it all. With this one package, a breeder can cost-effectively have accurate pedigree information, classification services, and registrations. This package enables breeders to save money while keeping current records on all aspects of animal ID and marketing information important to Registered Holsteins.

Kerndt: I have utilized most all of the Holstein Association programs over the years. Tag ID and the EASY program and the identification program in general are the basis for all our other programs. The classification program provides an expert evaluation of our Holstein cattle that allows us to compare animals across the country and over time. Classification also provides linear data into our national database for genetic evaluations, which enables us to make better breeding decisions. Pedigrees preserve our Holstein's ancestry and provide a snapshot of an animal's production, type and genetic value. The TPI formula developed by Holstein Association USA is recognized as the leading rating system for Holstein cattle around the world and is something I keenly follow. I use the online inbreeding calculator when making mating decisions and also use the online lookup functions to investigate other cow families or individual animals.

Specht: I find that utilizing classification programs for unscored first lactation animals gives me the best benchmark information for type progress; I also value full three generation pedigrees and combined with official test data gives me faith in TPI index rankings.

Will: The most valuable is classification because it gives us an unbiased opinion from an outsider that allows us to compare cows within our herd and nationally and aids us in sire selection. We use Holstein COMPLETE because we like the services it offers. It allows us to use our resources wisely.

Hoese: Holstein COMPLETE bundles services to manage classification, registration, testing program as well as saving money for the members. Having access to information online provides an efficient to provide pedigrees for marketing purposes.

Geiger: The registration certificate and the pedigree it records is the most vital Association program. That certificate is the bedrock for all programs. In recent years, our farm's 12-year employee started his own dairy operation just three miles from our facility. Not having grown up on a dairy but with a degree in dairy science, he gained a great appreciation for working with Registered Holsteins during his employment at our farm. Wanting to become a business owner, he purchased major interest in the herd in 2007. Two years later, he moved 109 Holsteins (who carried or whose dams carried our prefix) to his farm. I mention this fact because the Registered Holsteins carried greater value as he put his business plan together with his lender. The value-added Registered Holstein, and the certificate she carries, helped him build equity at a faster rate than nonregistered cows.

QUESTION #3:
Name one key attribute you possess that will bring value to the Holstein Association USA membership and board of directors, if elected. Please describe.

Brown: Experience is a key attribute, having served in a number of leadership positions over the years. I've been a part of finalizing

solutions to important issues and bringing different points of view together.

Kalmey: Experience and the knowledge gained from it is the key attribute I hope to bring to the Holstein Association. This experience includes serving on many Holstein boards and committees at the local, state and national levels. I have also chaired a National Convention host committee and served on the Secretary of Agriculture's Animal Health Advisory committee. I hope to use the knowledge gained from these experiences to help chart the future of our Association.

Nigh: I am good at listening to various thoughts, ideas and opinions and then helping mold them into a positive direction that benefits our members and our breed. I believe that my passion for openness and transparency helps bring out the best thoughts and ideas from my fellow board members. I am a willing participant in all discussions and have an interest in all areas of our association's business.

Van Exel: I think the biggest attribute I could add to the board would be created by the opportunities the Holstein cow has given me. The Holstein Association and the Holstein cow have allowed me to travel the United States and the world. I believe that has given me a unique perspective from breeders of all sizes and different operations.

Bierbaum: What success I have had in my career of helping manage organizations has been based on an ability to identify organizational strengths and obstacles to future sustainability and then collaborate with others to build plans for that future. There are many talents among the staff and members of Holstein USA, I would hope that my experiences and skill can help harness those many talents.

Cook: My passion for good cattle and the people involved in the dairy industry. Along with my understanding and interest in milk marketing issues.

Waterman: I have had a lot of experience in leadership positions. I feel this helps me function well at

the board meetings. I also feel the commonality with the membership because I go to the barn every morning and do the same work they do. I know what it is like to feel the stress of the business, and having to pay the bills on a daily basis. I take the experience from the home farm, state, local and regional organizations and bring it to the board room. Everyone knows the problems; the trick is to find the right solutions.

Carson: Unwaveringly, I believe it is my deep and abiding faith in God, and in the moral guidance found in His teachings, that is the most important thing in my life. My faith will undergird any decision I make as a member of the Holstein Association board of directors, and hopefully will resonate in the manner that I conduct business and act as a representative of the Holstein Association. It is no secret that people of faith comprise the great majority of Holstein membership, and perhaps it is time that faith-based decisions took more of a front seat as we conduct business and move our Association forward.

In Matthew it says, "Seek ye first his Kingdom and his righteousness, and all these things shall be made unto you." I do wonder, if we more openly acknowledged the role of our Heavenly Father in all aspects of our lives, how different this world would be. The creed of "Do unto others as you would have them do unto you" is one that can be applied to every facet of both personal activities and business decisions, and this world would be a better place if the teachings we hear on Sabbath days are carried over to the other six days of the week.

Second to my faith, I would be remiss if I didn't say, my love and respect for people of all stations, and particularly dairy farm and industry people, is another key attribute important to any board member. Even though this Association was founded on an appreciation for Holstein cattle, it is the personal relationships that are the lifeblood of the organization.

Specht: My past experience on other boards both ag and non-ag gives me a good background for understanding a directors role, and

the ability to analyze balance sheets and direction, and communicate back to the membership.

Will: Next to family, the Holstein cow is most important in my life. Through my leadership, ideas, hard work and proper promotion I feel I can help keep Holstein USA as the prime representative of the dairy cow. Integrity and accurate dissemination of information must always remain at the core of the Holstein Association. I will always express my opinion but will abide by the decision of the board.

Hoese: Having a strong background in finance combined with 47 years of active dairy farming. Most recently, serving on the Holstein USA Audit committee since 2009.

Kerndt: I believe I can bring diversity to the board. I have worked with both small and large herds and now in my position with Prairie State/ Select Sires have seen the diverse herd sizes in different areas of the country and the different goals and needs of different dairymen. And exposure to other breeds has also shaped my current perspective of our Holstein industry. I have always had a passionate interest in genetics, both the art and the science. I have worked hard to study our genetic evaluation program and feel I have a thorough understanding of it, both past and present. I have the ability to understand and digest different viewpoints, which shape my own opinions. I also have the ability to communicate effectively both in a board setting and to the membership in general. I take great pride in studying the issues presented us and would work hard to represent the interests of our membership.

Geiger: Critical thinking is a skill I will continue to utilize if re-elected a director. When serving organizations, I listen and evaluate how things are handled. When the opportunity presents itself, I ask questions and offer ideas to help organizations improve business structures. For example, while a member of the Wisconsin Holstein Association Board of Directors, I brainstormed ideas to make our state publication more financially solvent. Realizing other states were likely to have the same economic issues, we held a meeting with

Illinois, Iowa, Minnesota and South Dakota to discuss our publications. The five states developed a plan over the course of a year to launch Midwest Holsteins, a joint five-state publication produced in the spring and fall. Not only did it help each state's bottom-line; it provided more member service and led to greater communication between our states.

QUESTION #4:

What do you believe are the Holstein Association's greatest strengths, and how would you use them to attract more members to the Association?

Brown: The diversity of its members and commitment to improving the breed. Our association provides services and programs that are well run and are relevant to today's dairy farmers. Our field staff, along with the members working together to help other dairy farmers learn about what Holstein has to offer, can grow our association.

Nigh: Our greatest strength is our large diverse genetic pool and the great people that take care of these animals on a daily basis. We need to use these attributes to tell our story to non-members and share that the Holstein Association has many programs and services that can help them be very successful. YDLI and our junior programs can get them in the door, but as members, we need to promote our industry.

Van Exel: In my mind our greatest strength is twofold. First is our membership which is representative of every state that has dairy cattle. Along with that comes the strong leadership they provide to the industry and our juniors. Secondly we have the best product, the Holstein cow. We need to continue to promote our membership and the Association even more. The Holstein Association has done so much for the dairy industry that has been overlooked or taken for granted. As the industry has changed and margins have become tighter I think all dairymen as well as breeders are realizing how important good genetics are. This is something we have to promote. We have to continue to develop our Junior Holstein Association and Holstein Foundation-they are the key to the future.

Bierbaum: The Association's greatest attributes are its credibility in advocacy for improvement of the Holstein breed and the dairy industry in general. The current offering of programs and services can be useful to far more producers but work has to be done on establishing the relevance of those programs to a broader group. Better understanding the needs of a broader group of producers may lead to additional offerings. The Association has the financial resources to invest in this area and the credibility to promote to producers who are not currently members but relevance is key.

Cook: The respect for the Association within the industry both here and abroad. The available programs designed to add value to member herd and the benefits afforded by the Holstein Foundation to the youth membership.

Kalmey: The greatest strength of our Association is its track record of supplying programs and services that help America's dairy farmers be more profitable and successful.

Another increasingly important strength is our Association's efforts to speak up for our dairy farmer members in the national dairy debate. Because of our large, diverse membership base and because of our governance structure and governance culture that ensure Association leaders understand and act on membership needs and wants, our Association has seen significant success in advocating for Holstein members. Examples of this success include Holstein's efforts to include supply management in discussions about future milk pricing policies and Holstein's efforts to ensure that dairy farmer's interests are included in discussions about the future of this country's genetic evaluations.

Finally, the abilities of the Holstein cow are a huge strength for our Association.

By continuing to provide and improve Association programs and services, by continuing to speak up for America's dairy farmers and by continuing to help dairy farmers demonstrate the superiority of the Holstein cow, dairymen will increasingly see the importance

of the our Association and want to be a part of it. I think the large number of candidates for our open board positions demonstrates the increasing recognition of our Association's influence.

Waterman: The Holstein Association's greatest strengths are the Holstein cow and the breeders that continue to make the great ones. We need to continue to provide breeders with the necessary tools and credible information they need to keep US Holsteins at the top of the pedestal. We need to continue proving that breeding, having and maintaining Registered Holsteins is worth the effort; financially and otherwise. If we show it is worth it, membership will grow.

Carson: The Holstein cow is not only the greatest of the dairy breeds in quality, but in numbers. We should attract more members by the dedicated, hard-working people, and the outstanding, capable staff we have in the Holstein Association.

Will: It is important that our national Holstein Association have not only some of the world's finest cows in the registry, but more importantly, some of the most successful leaders, as members, that stand out in their communities. Success breeds success, therefore, to attract members, the value of the registered cow is of utmost importance. There are two reasons to own a registered cow 1. To make more money 2. To have more fun while making friends along the way.

Hoese: Animal identification which is an efficient way to track cattle at the farm level, provide electronic access and minimize inbreeding to our members. As identification options are being implemented in animal agriculture, having the information imputed on the tags is efficient way of managing the cattle. Holstein has excellent field representatives to help current and new members with any questions to utilize the various services.

Youth programs are very vital to our industry whether at county, state or national level. These programs develop leadership and interaction skills for our next generation.

Kerndt: The greatest strength of the Holstein Association is the U.S.

Registered Holstein cow herself and the many dairymen and breeders that have led to her development over time. No other country, or other breed can match our genetic diversity or superiority. The value of a Registered Holstein in the United States is in the information and data that enables us to document her genetic superiority. Our genetic evaluation program in the United States has come from years of collecting accurate production and type data and refining how that data is used for comparison purposes. Now we can also correlate that data to genetic DNA material, that when combined together, give breeders tools to make unparalleled breed progress. In order to attract more members, we have to provide the programs that dairymen can use to add value to their herds. This starts with a cheap, reliable form of visible identification. ID tags that can conform to new federal regulations regarding interstate travel. A genomic test that is reasonably priced to verify parentage, show predicted genetic transmitting ability, and also any presence of recessive genes. Pedigree information that documents actual performance of an individual and her ancestors. A type classification program that can be used not only for adding value to market animals, but also to be used for corrective mating purposes. We need to show more dairymen that these tools can improve their herd's performance and profit level through improving their genetics.

Our youth programs are also one of the leading strengths of our association. They offer young people the ability to develop leadership skills that will serve them well the rest of their lives, in any career they choose.

Specht: The Holstein Association has dedicated employees running good programs from a position of industry leadership. It comes back to the value gained from tracking ancestry and performance which leads to higher value for registration papers, which is at the core of a breed association.

Geiger: One of the Holstein Association's greatest strengths is breed improvement. It relies on a number of principles including recording lineage, collecting type

data and many others. These core strengths are valuable to every dairy producer milking Holstein cows. As genomics speed up the relationships within our breed, the Holstein Association toolbox of programs can help control inbreeding within herds. As Holstein breeders and members, we need to assist our regional representatives in reaching out and sharing this message with potential members.

When it comes to young people, our junior programs are second to none. That recruitment is quite easy, if any of us know a young person who is interested in dairy, he or she should participate in one of our many industry-leading grassroots programs.

QUESTION #5:

As you look at the future of the Registered Holstein cow, what specific areas do you feel more scientific research should be done?

Brown: Production efficiency is very important to be able to stay profitable. Improved foot health, genomic mapping linked to health traits.

Van Exel: We need to use science to help our breeders get accurate information. The breeders have made the Holstein cow and her Association the envy of all the other breed associations. We need to continue using the scientific tools and get them to the breeders so they can continue to improve the Holstein breed.

Bierbaum: It seems to me that science as applied over the years has had the unintended consequence of narrowing the gene pool in both registered and unregistered cows. Registered Holsteins have the record keeping power behind them necessary to better understand the impact of that narrowing and to develop alternative breeding practices and measurement tools if warranted. Whatever future science is developed, Holstein USA needs to be in the forefront of awareness and understanding. Awareness and understanding needs to include better analysis of the impact new research has on members business.

Cook: Feed studies on efficiency and fiber digestibility in order to feed even higher roughage rations.

Kalmey: The research that is most needed now involves the use of genomics in improving Holstein genetics. This should include studies on how current use of genomics information is impacting the rate of improvement of the breed. Also, we need research on how genomics can best be used to increase the productive life and reproductive efficiency of the Holstein cow.

Though less important, thinking outside the box might cause one to research how we might use genomics to produce Holstein steers that are very desirable to the beef industry. With the advent of sexed semen our industry seems to have a chronic oversupply of replacement heifers. The lower end of these heifers provide little profit potential for their owners since they often cost as much to raise as they are worth. Also, they cause a drag on the entire replacement market. Perhaps research could be done on how to select lower genetic potential cows to be mated to produce bull calves that are desirable to the beef industry, thereby, offering their owners an added opportunity for profit.

Nigh: We need to work on identifying genetic traits that can help dairyman select for resistance to disease and foot ailments and other metabolic issues. To me there has to be some unidentified markers that could really help our breed, probably unidentified because they don't appear frequently enough in our sample size. Let's do more research on these great cow families and see if we can identify the genetic material that makes them great.

Waterman: We need to look at feed efficiency. Cows that convert moderate amounts of feed into more milk should be more profitable. Also, I'd like to see if the "traditional" old brood cows possess certain characteristics which allow them to lead long productive lives. Hopefully we can discover the answers and they lead to more value for their offspring in the market. The genomic era has really hurt this part of the market.

Carson: Genomics and continued DNA research. The identification of animals will be of utmost importance and the key to advancements, not only for improved production and

type, but also for longevity and disease resistance.

Hoese: Continue to seek more information on genomic testing and what traits seek longevity of the dairy cow. As farms continue to expand to larger operations with more cows in freestall environments, developing cows with a higher level of mobility and health traits which actually improve the dairy profitability of the dairy cow will be a goal of all producers.

Kerndt: This is a very important question and one that can play a significant role in the future of our organization. I have several thoughts.

Our genetic database is one of our strengths, continuing to build and improve it is imperative. Genomic data needs to be verified with actual performance. In the past, most bulls were proved in random sampling programs. Now bulls are used more heavily at a younger age and how they are used initially can be dictated by retail price. Will initial daughter proofs be able to account for merit of mates accurately or do we need to further refine the system to account for any bias?

Feed efficiency and carbon footprint are going to be common topics for the dairy industry going forward. Can we position ourselves to collect accurate data to measure true feed efficiency? Can we identify DNA markers that when combined with appropriate data gives us an accurate prediction of transmitting ability for feed efficiency? Or can we rely on research that correlates phenotypic type data with feed efficiency to improve the value of the Holstein cow?

Health traits and how they relate to a herd's profitability are also gaining more attention all the time. Again it is very important to be able to collect accurate health trait data and be in a position to use it in a reliable way. New traits like mastitis resistance, incidences of displaced abomasums, hoof health and immune system response are traits we may be able to breed for and improve with the right tools.

Research into XY chromosome differences, RNA, cellular proteins and enzymes, and how they relate to gene expression will also be

potential areas that could help us unlock the genetic code of the Holstein cow.

Specht: Feed efficiency has always been important. Genomics might unlock this critical intersection between type and production. Once known and verified it might be a valuable tweak to any Total Performance Index. Disease resistance is another.

Will: Genomics is a predictor of the future that is mostly done with heifers, but it is just that, a predictor. As the cow matures and actually scores and produces we no longer need a predictor but need numbers that tell us what she has actually done. Through production testing and classification, we know what the cow can contribute to the breed.

Geiger: Whether you find genomics as a blessing or a curse, one thing not up for debate is we now know more about the Holstein cow than we ever have at any moment in time. As of April, there are over 360,000 Holsteins with DNA tests. That number only accounts for the U.S. database. We can take DNA and phenotype information to make inroads on issues facing everyone who milks Holsteins. This includes researching ways to select for genetic lines that have better immune function against sole ulcers, digital dermatitis (hairy heel warts), retained placentas, cysts and many other health issues. Research can also lead to more efficient Holsteins that better convert feed to milk. Lastly, we have done a great job testing Holsteins that are high index animals, but what about those with other attributes? I doubt our current system would have ever found Shottle. That area needs more research.

Question #6:
What do you feel is the most important issue facing the dairy industry today and what should the Association's role be in helping dairy producers face the issue?

Brown: Economic viability and sustainability. We need a National Dairy Policy that will provide for the industry itself to be self-sustaining. Lobby Congress to pass the right dairy provisions in the Farm Bill. The

Association needs to continue its efforts to represent our members as it relates to local and national policy.

Bierbaum: Volatility in profitability over time threatens the ability of producers to survive and presents barriers to entry by new producers. The industry has responded with a variety of production methods including relocation of the national dairy herd. Recent efforts on milk marketing by the Association shows that similar diversity of size and style of operation within our membership makes it hard to build consensus and support. None-the-less, the effort should continue. Of direct interest to the Association, control of genetic and production records seems to be a growing issue and concern, perhaps of scale that could be called a paradigm shift. The Association needs to continue to address and communicate to members on this issue.

Cook: As of today the lack of a Farm Bill that contains an adequate way to fairly price milk to the producers. With the scope of Holstein membership we could be a powerful force when organized to focus our interests toward those folks who will determine these policies.

Kalmey: I feel that the most important issue facing the dairy industry today is dairymen's loss of control over too many of the issues that affect their profitability. Milk pricing issues seem to be controlled by increasingly larger handlers with little concern about how these issues affect dairy producers. In my region, Federal Order provisions are controlled by a cooperative which has most of its members living outside of our order. Many producers are losing access to local plants and are forced to haul their milk to plants farther away. For the last several years we, as Holstein breeders, have lost access to genomic information on our bulls. As of this writing, the jury is still out on how this might change in the near future. These are just a few examples of how dairy producers are losing control of too many of the issues that affect their businesses.

As an Association, we need to listen closely to the needs and wants of both our members and all dairy producers and continue to make

sure that these needs and wants are part of the discussion of national dairy policy. As we continue to advocate for dairy farmers, their trust of our dairy farmer support will grow and our influence in these issues will expand.

Nigh: How our industry is viewed and structured in the future is very dependent on our decisions and actions now. The leaders and visionaries who served before us made some difficult decisions and built a strong Holstein Association. Now we face a critical juncture in our history. The outstanding youth and YDLI programs of our Association have prepared us to lead by harnessing the use of technology to share our story. We will be able to enlighten our consumers as to the ever growing importance of the dairy industry and what we as dairy men and women do on a daily basis to protect our animals and the consumer. Our YDLI graduates and youth can help Holstein facilitate educational programs for us as producers to improve what we do and how we can answer questions and concerns from our consumers in an accurate and positive manner. We have a responsibility, just as those who built this association, to facilitate learning, the dissemination of information, and to foster cooperation within our industry.

Van Exel: In my mind the dairy industry is at a cross roads. We have to make significant decisions for future generations on sustainable growth and the future of our way of life. I think we have become a product of our own unbelievable progress. As dairyman we have made amazing advancements in breeding and milk production on the farm but have let other aspects of the industry reap the benefits. It will be through leadership, with direction from the membership to make decisions to help our membership to reap more of the benefits.

Waterman: The main issue facing this whole industry is high input costs, particularly feed. Quite a bit of corn goes to make ethanol, which reduces the amount for grain, which in turn shortens supply and drives the price up. Using corn for ethanol is not that efficient anyway. I think we'd be better off with more corn on the market to help drive feed

costs down. Holstein should lobby in this direction.

The other huge issue for Holstein is the fate of genetic evaluations. We've been talking about it for a while. We have been forced to react to the actions of others; we didn't bring this on. We were happy with USDA. We need a deal from the start that is good for Holstein USA and its membership. We need to enter into a deal that we feel is best for us long-term. We have to do it for the right reasons, not just because we've been talking about it for a long time. The best case scenario is to stay with USDA for continued credibility and continuity. The other stakeholders should realize this also.

Carson: Without a doubt, our greatest issue is still to stabilize milk prices. Our membership reflects a coast to coast network of herds with different sizes, and with many different management philosophies. That diversity reflects the nationwide dairy industry. A policy to fit all types of operations, in many different locations, that can be accepted by our membership is necessary. We then can be a leading voice in the acceptance by the entire dairy industry.

Kerndt: Profitability is always the overriding issue for the dairy industry and leadership is what should be expected from our Association. I have supported the Association's role in drafting federal dairy policy and hopefully this can aid the industry if adopted. But we also have to provide programs to the dairy farms that they can use to make good management decisions and improve the value and profitability of their cattle. In order to expand the scope and presence we have on farms across the United States, we may need to partner with other organizations that serve the dairy industry. This may also necessitate coordinating research with other groups that benefit the entire industry. Most importantly we need to position ourselves to take advantage of opportunities as they present themselves in the future. This is done by being the leader and spokesman for our membership in the fields of identification and genetics.

Specht: The farm gate price of milk has not kept up with input costs. All of the participants in our industry (the exhibitor booths at Expo, and advertisers of dairy magazines) that depend on dairymen to buy their products need to work together with producers to solve the problem of a fair share of consumer dollars from an expanding market. The Holstein Association needs to continue to be part of that team and a voice in that chorus.

Will: Profitability is the #1 concern for all dairy producers. Milk and meat are both important for a successful cash flow. If dairymen have proper means, they will always try to upgrade their herd. This will be a catalyst to propel Holstein USA into greater importance with a larger membership. It will be extremely important that members of the Holstein Association can offer the superior genetics to the entire dairy community.

Hoese: Adding more value to our members thru products and services offered by Holstein USA. Ultimately, developing a more profitable dairy cow which will improve the financial well-being of our members.

Geiger: Infrastructure and profitability. The number of dairies with permits to sell milk has fallen over 82,000 in 20 years. As that occurred, the cost of doing business climbed. It puts tremendous pressure on businesses that service the remaining 49,000 dairy producers. With more miles between farms, costs for businesses rise, and with it, the costs for each dairy producer. The pressure might be disproportionately placed on farmer-owned organizations that only serve dairy producers. While farm numbers have dropped, cow numbers have been relatively stable and herd size has grown from 74 to 187 cows in two decades. Like other businesses, Holstein USA will have to constantly evaluate the best way to deliver service to its members as road time between stops goes up. This evaluation will need to include: ways to more effectively incorporate technology, strategic industry partnerships, and ways to remain relevant to large producers.