



HOLSTEIN ASSOCIATION USA, INC.

BOARD ELECTIONS

**2016 ANNUAL MEETING
JUNE 30 - JULY 1**

THE SARATOGA HILTON
Saratoga Springs, New York

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 2016 Holstein Association USA, Inc. Annual Meeting for Region 1, 4, and 6 directors, and one at-large director. Any unsuccessful regional director candidate may run for the one 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

Region 1 Director	Peter Dueppengiesser, Perry, N.Y. Steven Keene, Canton, Maine	585.704.4725 207.577.3969
Region 4 Director	James Cook, Penhook, Va. Benjamin J. Newberry, Lizella, Ga.	540.493.7087 478.737.6897
Region 6 Director	Mark Kerndt, Waukon, Iowa	563.568.1727
At-Large Director	Dan Berry, Snohomish, Wash. Chris Hannan, Southbury, Conn. Reid Hoover, Lebanon, Pa. Jim Rickert, Eldorado, Wis.	425.327.6639 203.910.0346 717.507.0162 920.960.9640

PLEASE NOTE: All board candidates have been asked to reply to the question stated below. Their response appears after their biography.

Question: How does your background differentiate you from other candidates or current board members? In turn, how will that difference be beneficial to the board of directors?

Candidates for Region 1



Perry, N.Y.
585.704.4725

Peter Dueppengiesser of Perry, New York, owns Ransom-Rail Farm in partnership with his brother, Mike. The dairy is comprised of 1,200 cows and 1,100 head of young stock. Their rolling herd average is 28,903 pounds of milk, 1,066 pounds of fat, and 876 pounds of protein. They also run 2,200 acres of corn, alfalfa and wheat. The farm is a 16-year Dairy of Distinction, won the 2015 Wyoming County Conservation Farm of the Year award, and the 2010 Pride of Dairylea award.

Peter is currently serving as Transportation Chair for the 2016 National Holstein Convention in Saratoga Springs. He was a New York Distinguished Junior Member, is a past president of the Wyoming County Holstein Club, and served as their Junior Advisor. Peter was honored as a 2014 National Dairy Shrine Progressive Dairy Producer. He has been involved in Farm Bureau, his church, and was a 4-H leader for 15 years. He was also a Class 8 graduate of the NY LEAD program.

Peter attended SUNY-Cobleskill and earned his bachelors in Animal Science from Cornell. He and his wife, Roxanne, have two sons.

Answer: I believe there are a couple experiences that would differentiate me from other candidates and help me to be an effective board member. First, I grew up on a 90-cow Registered Holstein® dairy and currently operate a 1,200 cow dairy. I have seen how Registered Holsteins benefit both types of dairies. The programs Holstein USA offers truly deliver financial rewards regardless of size. I have a perspective based on real experience with two different size dairies

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Candidates for Region 1 (continued)

that have given me an understanding of the unique needs of dairies based on size. I believe I can effectively assist the board in guiding Holstein USA to adapt and develop programs and services that are relevant and deliver real value to dairies.

Furthermore, as a dairyman who uses a wide range of Holstein USA programs including registrations, classification, tag identification, genomic testing, Enlight® and participates in showing cattle, I understand the value of the programs offered. I also have a perspective as a user on the potential limitations of the programs and services so that as a board member I can help guide change to make them more effective.

Lastly, I have been an eleven year Wyoming County Junior Holstein Club advisor along with being the father of two sons who are extremely involved and passionate about the dairy industry. That experience has given me an important and critical perspective of the needs of our dynamic youth. It will be essential to develop programs and services that will meet the needs of these young people as they embrace the dairy industry and manage change at an ever-increasing rate. The future will bring possibilities in the area of genomics that have the potential to impact dairies in incredible ways. We will however have to be prudent with the use and application of genomics as it opens up ethical questions we have not been faced with before. I believe Holstein USA needs to play a pivotal role in the use and application of genomics in the future.

It is a fast-paced, exciting time in the dairy industry. I believe I have a unique perspective that will make me an effective member and assist Holstein USA in continuing to be a leader and delivering real value to the dairy industry.



Canton, Maine
207.577.3969

Steven Keene is a part of the family farm in Canton, Maine, Conant Acres, where they milk 80 Registered Holsteins in a tie-stall barn. They have three generations involved in the farm, and run 250 acres of cropland. Steven was born and raised in Auburn, Maine on Raymau Farm. He worked on the dairy in college, and was herdsman at two other dairies before operating his own,

Dirigo Holsteins, for 13 years. During that time, he was recognized as the 1997 Holstein Association USA Distinguished Young Breeder. For the past 13 years, he has been herdsman and partner in Conant Acres. The herd has a lactation average over 27,000 pounds of milk, and a 114.9 BAA, leading the nation in their herd size category.

Steven has been a delegate to the National Holstein Convention 17 times. He currently serves on the Holstein Association USA Type Advisory Committee and has served on the Elections Committee. He was 2005 National Convention Sale Chairman in Portland. He has served on the New England Holstein board, and is a past president of the Pine Tree Association.

Steven received his bachelor's degree in Dairy Science from Virginia Tech. He and his wife, Debbie, have two children and four grandchildren.

Answer: The Registered Holstein business has afforded me opportunities of exposure to many dairy farms in the U.S. and several other countries. These visits and experiences have been thought provoking as I am always interested in information, organization, and efficiency.

I have been involved in marketing frozen embryos and live cattle to many locations around the world. This has enabled me to travel to Holland, England, Scotland, and Cuba to promote U.S. Registered Holsteins.

It is interesting to note that two close family members have served on the board in the past. My father and older sister each served on the Holstein board of directors approximately 40 and 20 years ago respectively.

These three points above give me a unique perspective as I hope to work with the board of directors to make decisions that will benefit our current and future members of Holstein USA.

I am lucky to have had these opportunities and feel we should acknowledge the Holstein USA members, directors, officers, and staff that came before us for the continuous improvement in the Holstein breed and our association, through hard work and thoughtful planning.

My experiences and strong desire to see Holstein USA be important to all dairymen in the U.S. and around the world, I see as benefits to the Holstein board.

Candidates for Region 4



Penhook, Va.
540.493.7087

James Cook from Penhook, Virginia graduated with a bachelor's degree in Animal Science from North Carolina State University. He and his wife, Jennifer, own and operate Jareco Farms LLC, milking 575 Registered Holsteins. They are on Holstein COMPLETE and use Enlight. The farm has won the Progressive Breeders Registry award seven years, and the Progressive Genetics Herd award

22 years. They received the 2005 Virginia Distinguished Dairyman Service award, and the 1994 Marvin E. Senger Distinguished Dairyman of North Carolina honor.

James has been a delegate to National Holstein Convention many times, and was Co-Chair of the 2011 National Holstein Convention in Richmond. He is a past president and vice president of Virginia Holstein Association, and was honored with their Meritorious Service award.

Answer: All candidates have strong backgrounds, each with a different story. My story is growing up with the adventure of developing Registered Holsteins. As a 4-H member in North Carolina, breeding from grades to developing Registered heifers was rewarding. I built and started my own dairy in the 1970's. Registered Holsteins being the engine for growth of the dairy operation. About 20 years ago, Jennifer and I relocated our operation to Virginia. This journey has been an evolution of change.

The current dairy is ever evolving with rapid change due to technology leading the charge. I feel I am able to adapt and compromise to these changes. Being able to adapt to change will guide the future of Holstein USA. Also, having been recognized by the dairy industry in two different states for the Distinguished Dairyman award, represents my leadership ability among my peers. These experiences will aid in decision making, if elected to the board of directors.



Lizella, Ga.
478.737.6897

Benjamin J. Newberry of Lizella, Georgia, farms in a three-way partnership with his father and youngest brother. Under the prefixes Donacin and Hol-Jamin, they milk over 100 Registered Holsteins in a grazing operation. Benjamin shares in milking responsibilities, and is in charge of mating decisions and registrations, using EASY. Since he has been involved in the partnership they

have bred four EX 94 cows.

Benjamin has served as a delegate to the National Holstein Convention, and currently serves on the Junior Advisory Committee as an adult area representative. Prior to that, he had served on the committee as an elected youth representative. He is a past president, vice president and board member for the Georgia Holstein Association. He has been honored as Georgia Holstein Association Young Breeder of the Year.

Benjamin is a licensed and ordained minister at the Calvary Baptist Church. Benjamin attended Abraham Baldwin Agricultural College and Fort Valley State University. He and his wife, Ashley, have three children.

Answer: I have a very deep background in and passion for the Holstein breed. I am a fourth generation dairy farmer and a third generation delegate for Georgia at the National Holstein Convention. I work in partnership with my father and my brother to keep our operation running year after year. I am raising children who will hopefully be as passionate as I am about the Holstein breed. I say all this to really say that I am not convinced that I am that much different than the other candidates, I am sure that they are just as passionate and work just as hard as myself and my family because that is what it truly takes to live the life of a dairy farmer. I can only say that I will be as passionate about my position as a board member as I am about the Holstein breed.

For many years, dairies with the same herd size as ours, are what made up the Holstein Association. With the large commercial dairies only getting larger, I want to be sure that the smaller herds can continue to function and work with the Association as they have in the past. But, since the larger commercial dairies will be the life of the Association, I want to make certain that we can incorporate ways to continue meeting their needs in the industry.

I am not sure of the backgrounds of the other candidates, but I do believe that my background will be very beneficial to me and the board if I am selected for the position. I have had the privilege of growing up in the industry and learning first-hand how important our breed is and what it takes to keep the Holstein

Association functioning properly. I have seen the hard work and dedication that breeders put into their herds and I am passionate about keeping that alive and going.

Candidate for Region 6



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. He then worked for three years as herdsman for Regancrest Holsteins and was part-owner and operator of Premier Genetics for the next six years. He is the former Prairie State/Select Sires Marketing

Director and is currently a Holstein Sire Analyst for Select Sires, Inc. He also owns and operates Kerndtway Holsteins with a small number of donor females that he markets heifers and bulls from.

Mark currently serves as Region 6 Director on the Holstein Association USA board, and is a member of the Genetic Advancement and Legislative Affairs committees. He is a past-president of Iowa Holstein Association and served as finance chair for the 2014 National Holstein Convention in Dubuque. He was sale chair of the 2001 National Holstein Convention in Cedar Rapids. 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 in 2009.

Answer: For the past three years I have served as a member of the board of directors for Holstein Association USA, representing Region 6. I bring to the board a diverse background that has exposed me to many facets of the Holstein and dairy industry. For 27 years I made a living as a dairyman with most of that as owner/operator of my own herd of Holsteins. During that time, my herd received many high production awards, the Progressive Breeders Award, the Progressive Genetics Award, sold many bulls into A.I., and hosted many foreign tours. In 1999 the cow that topped our sale, Kerndtway Jolt Daisy went on to be named high honorable mention All-American Sr. 2-yr-old and in 2001 was named Grand Champion of the Iowa State Holstein Show. I continue to own heifers that become donors in an IVF program that allows me to market both females and males.

As a member of the AI industry, I have had the opportunity to work with herds of all sizes and in different areas of the country, first in marketing and now as a sire analyst who is tasked with acquiring

Holstein bulls to further improve the breed. I have a passion for genetics and cattle breeding and continue to be amazed at the progress of our breed and the potential to improve it even more. The United States Holstein breed is the dominant dairy breed genetically in the world. It is imperative to continue to provide our world-class breeders the programs that can further enhance this dominance. Our industry continues to see change and with change comes both challenges and opportunity. We will be challenged to provide programs in identification, genetic improvement and promotion that allow opportunity for American dairymen to improve the profitability of their herd. My background as a dairyman, cattle breeder and industry person allows me a unique perspective to contribute ideas to the board of directors.

I have also served in many leadership positions in our Holstein industry. I have had the privilege of serving as president of our district and state Holstein associations in Iowa. I have also worked in planning the National Holstein Conventions in Iowa; in 2001 as the Sale Chairman and 2014 as the Finance Co-Chair. I currently serve on the Genetic Advancement Committee and the Legislative Affairs Committee for Holstein Association USA as a national director. I would very much like to use my experience and knowledge to further serve the industry by seeking re-election to the national board of directors for Holstein Association USA.

Candidates for At-Large Director



Snohomish, Wash.
425.327.6639

Dan Berry of Snohomish, Washington, has been with Genex since 2000 as a district sales manager and currently as an independent contractor. Previous to that, he was a farm manager for Diamond M Farms in Monroe, Washington for seven years. He has also worked as a herdsman and farm manager for several dairies throughout his career, and was a classifier for Holstein

Association USA for nine years. Dan is actively involved in breeding, merchandising and showing Registered Holsteins with his sons, Allen and Mike, in Robinhood Holsteins and Jerseys.

Dan has served on Holstein Association USA's Nominating Committee and served as a delegate to National Convention several times. He is an active member and past president of the Washington Holstein Association. He is currently president and chairs the Finance and Show Committees. Dan received the Mr. Holstein award from the Washington Holstein Association. He is a past president of his county DHIA board.

A Vietnam war veteran, Dan earned a bachelor's degree in animal science from Michigan State University and attended custom farm service management school. He and his wife, Judy, have four children and seven grandchildren.

Answer: My diverse background, involvement experience and leadership within the Holstein breed and dairy industry differentiate me from other candidates.

I am currently serving as president of Washington State Holstein Association. I have also served two previous terms as president. I have served numerous times as Washington delegate to the national conventions.

My family established RobinHood Holsteins in 1990. We have actively bred, shown and merchandised at the local, national and international level.

My leadership skills and experience serving on various boards from community to state level and my background in the Holstein industry would be very beneficial to the Holstein board of directors.



Southbury, Conn.
203.910.0346

Chris Hannan from Southbury, Connecticut is a partner in Hannan Holsteins with his brother, Todd. After graduating from the University of Connecticut with a bachelor's degree in Animal Science and Agronomy, he worked as a dairy management consultant for Cargill while running a farm-sitting business for various dairies in Connecticut and Eastern New York. Now farming full-time on

rented facilities and land, the 40-cow tie-stall dairy has a 23,000 pound rolling herd average and 107 BAA. With a focus on Red & Whites, his family bred the 2003 Reserve Grand Champion Red & White at World Dairy Expo, Hannan Rubens Courtney-Red. The farm runs 300 acres of cropland and has a side business selling hay.

Chris was recognized by Holstein Association USA as a Distinguished Junior Member Finalist and was involved in Dairy Bowl. He is a past president and vice president with the New England Holstein Association. He has also been involved in Agri-Mark as regional secretary and a voting representative. Chris is a member of the Nature Conservancy Sunny Valley Farm Committee, Litchfield County Dairy Committee, and Nonnewaug High School Ag Advisory Board.

Answer: As a young dairy producer I feel that I bring a different outlook to a very accomplished group of directors. Being a young first generation business owner I have viewed this industry from the outside and had the opportunity to enter the Holstein business because agriculture has been my passion from a

young age. Not having an established business, we had to start our business from scratch and make the connections to help further our business. We have had to use outside-the-box thinking and adaptability to enter the industry and survive in volatile markets. Also as a young breeder I feel that we need to appreciate what the great breeders before us have accomplished, but be able to look ahead as to not allow ourselves to be complacent in a global marketplace.

Being from the east the geography limits farm sizes but makes diversity a good thing. We don't milk many cows by today's standards, for any other reason than that what our current facilities dictate. But farming in a suburban setting forces us to be proactive in dealing with neighbors and having to educate the public. The majority of the land we use is owned by private land trusts. As an industry there will be fewer farms feeding more people and it will force us to help educate the population on the role Registered Holstein cattle play in creating a higher level of consumer safety in the dairy products we produce. My experience with Cargill taught me how to be objective, I think as a board member it is important to gather information and be objective by looking at all angles to a situation and how things will be affected.

I hope to have the opportunity to share my passion for the dairy industry with fellow Holstein breeders. I feel that as a younger producer I bring a lot of perspective to the board having worked in ag industry and on the farm. I feel I am open minded and willing to learn but also bring a high set of standards and integrity to the table. We are so fortunate as Holstein breeders to have such a strong organization, but we cannot be complacent and we need to make sure that the needs and concerns of our members are addressed. I would like to be part of this great team striving to make our organization better.



Lebanon, Pa.
717.507.0162

Reid Hoover from Lebanon, Pennsylvania has been a self-employed dairy farmer for 33 years. Under the Brook-Corner prefix, in partnership with his wife, Diane, and son, Brad, he milks 340 cows with a rolling herd average of 28,800 pounds of milk, 1034 pounds of fat, and 860 pounds of protein. They also run 600 acres of cropland in partnership with other family members. In 2015-16, they

received the state and national Dairy Quality Assurance award from the National Cattleman's Beef Association.

Reid has been a delegate to nine of the past 12 National Holstein Conventions. An active member of Lebanon county and Pennsylvania Holstein Association, he is a past board member and president for both. He and his wife chaired the 2012 Pennsylvania Holstein

Candidates for At-Large Director (continued)

Convention and are slated as general chairs for the 2020 National Holstein Convention.

Reid is a member of the Pennsylvania Center for Dairy Excellence and the Dairyman's Association boards. He is a former school board member, and currently serves as a deacon and trustee for his church.

Answer: I suspect that my background as a dairy farmer is somewhat similar to a lot of the candidates and current board members. One way in which I may be different is that the progression of my life and its experiences has led me to be totally reliant on my herd of Registered Holsteins as our sole source of income.

I grew up on a farm that was diversified with dairy, hogs, beef cattle and poultry. That model continued even as I assumed a role of partner in the family business. When the opportunity presented itself to be the sole owner of the farm, my wife and I decided that we would follow our greatest interest, dairy farming with Registered Holsteins, as our only enterprise. That decision was made when our children were young and although it was tough at times, we found we liked the lifestyle it provided for us. When the "next generation" showed an interest in continuing in the family business, we decided to double our herd size and build a new milking and free stall facility.

Throughout the herd expansion we continued with the model that was most profitable and rewarding to us – the Registered Holstein. With all of our cattle registered, we have found that they continue to help us make our business profitable with their high milk production, longevity, and merchandising opportunities.

During my years as a farmer, I have been part of five partnerships both with family members and non-family members (all ended on good terms when the mission of the partnership was fulfilled) as well as an expansion team which helped us make decisions during our expansion. These partnerships and teams have helped me learn to set goals, listen to others, and be open to new and different ideas. The outcome has been very worthwhile.

Whether it is a business partnership or a board on which I have served, I have enjoyed working with other people to see goals become realities.



Eldorado, Wis.
920.960.9640

Jim Rickert from Eldorado, Wisconsin, has lived and worked on his family farm his entire life. With four generations on the farm today, Rickert Bros. LLC milks 960 cows and farm 2,000 acres. With a rolling herd average over 30,000 pounds of milk, they have won the Progressive Genetics Herd award the past 21 years. Prior to expansion, they won the Progressive Breeders Registry

award ten years.

Jim is a past board member and president of Wisconsin Holstein Association. At the 2008 National Holstein Convention in Wisconsin Dells, he was Junior Convention Chair with his wife, and served on the Executive Committee. Jim currently serves on the Badgerland Financial/Farm Credit board. He served 20 years on county and state DHIA boards. He is an active Lions Club member, and has served on his church council. He received the 2011 Fond du Lac County Holstein Distinguished Service award, and the 2010 AgSource Distinguished Service award.

Jim is a UW-Madison Farm and Industry Short Course graduate. He and his wife, Kelly have two sons and five grandchildren.

Answer: I have extensive experience on many agricultural and community boards and committees. I served nine years on my county DHIA Board and 12 years on the Wisconsin DHIA Ag Source Board. Ag Source has a full service field lab and processing center that serves over 600,000 cows per month. This reflects the similar number of cows that AgriTech services. This experience has given me insight into the DHI, crop and soil testing business. My background would be very useful in discussions concerning AgriTech Analytics and its operation.

The past six years I have been a director with Badgerland Financial. This is a Farm Credit Association that serves Wisconsin and has a loan portfolio of over 4.3 billion dollars. In depth financial and strategic knowledge, which I have gained from this board's service, would be valuable as a Holstein USA director.

I am most passionate about the Holstein Association. My wife Kelly and I have attended the National Holstein Convention for the past 15 years. I have served as a delegate numerous times and have made lifelong friends that we look forward to seeing each year.