



HOLSTEIN ASSOCIATION USA, INC.

# BOARD ELECTIONS

## 2017 ANNUAL MEETING

**JUNE 30 - JULY 1**

HYATT REGENCY BELLEVUE ON SEATTLE'S EASTSIDE  
Bellevue, Washington

**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 2017 Holstein Association USA, Inc. Annual Meeting for president, vice president, Region 2, 3 and 7 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](http://www.holsteinusa.com) or contact Nominating Committee staff liaison Jodi Hoynoski 800.952.5200 ext. 4261 or [jhoynoski@holstein.com](mailto:jhoynoski@holstein.com).

## Get to Know Your Board Candidates

<b>President</b>	Boyd Schaufelberger, Greenville, Ill.	618.664.2576
<b>Vice President</b>	John Bierbaum, Mantorville, Minn. Jim Burdette, Mercersburg, Pa. Corey Geiger, Mukwonago, Wis.	952.250.9660 717.860.4521 920.650.0294
<b>Region 2 Director</b>	John Burket, East Freedom, Pa.	814.381.9070
<b>Region 3 Director</b>	Steve Moff, Columbiana, Ohio Jerry Smith, Davis, Ill.	614.205.7179 815.275.6684
<b>Region 7 Director</b>	Dwight Rokey, Sabetha, Kan. Larry Wright, Verona, Mo.	785.285.0142 417.300.4835
<b>At-Large Director</b>	Dale Drendel, Hampshire, Ill.	815.766.0326

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

### QUESTIONS:

- 1. Are you currently dairying?** If yes, 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.
- 2. 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?
- 3. What have you done in the past to get those who currently have Holsteins and are not members and do not buy programs and services from the Association to do so?**

### Candidate for President



Greenville, Ill.  
618.664.2576

**Boyd Schaufelberger** of Greenville, Ill., owns and operates Schaufine Farms. In December 2016, they dispersed their herd. At the time of their sale, the herd averaged 26,565 pounds of milk, 966 pounds of fat, 803 pounds of protein and had a BAA of 109.2. The dairy has received the Progressive Breeders Registry award six times.

Schaufelberger has been a member of Holstein Association USA, Illinois Holstein Association, and the Gateway Holstein Club for 40 years. Boyd is the current HAUSA vice president. He served on

the HAUSA board for six years as a member of the Legislative Affairs, Genetic Advancement and Audit committees.

Schaufelberger has been involved in his community and church, serving as an elder and on the church board. He has also served on the Prairie Farms Dairy board for 10 years, Prairie State Select Sires board and Illinois DHI board.

Boyd and his wife, Sandy, have two daughters.

## Candidate for President (continued)

1. After dairying for 42 years, we dispersed our herd last December. We were always 100% registered and classified regularly. We continue to raise a few registered heifers and breeding bulls and crop 950 acres.
2. I have always tried to make time for leadership roles in my community and the dairy industry. I was blessed to serve a year as Illinois FFA State President which laid the foundation of my leadership experience. It is my belief that a director of a member organization should always keep the interests of the members at the forefront of every decision. It has been an honor to serve the dairy industry and the Holstein Association membership. The members of HAUSA are our greatest resource and we need their contribution to make our association stronger and position ourselves for the future.
3. We always tried to demonstrate the value of Registered Holsteins to our neighbors in the community. We helped young members get started in showing and encouraged others to classify. It was our hope that our dispersal would serve as an example of how Registered Holsteins can add value. We have received positive feedback on many animals in their new herds. The value of great genetics has never been more evident than today. The Holstein Association has a great opportunity to offer our expertise in improving genetics to every dairyman in America.

## Candidates for Vice President



Mantorville, Minn.  
952.250.9660

**John Bierbaum** was raised on a grade Holstein farm in Minnesota. Today, his farm, Johnan Holsteins in Mantorville, Minnesota, consists of 60 Registered Holstein cows averaging 24,215 pounds of milk with a 107.6 BAA. Bierbaum's herd has earned the Progressive Genetic Herd award seven times.

Bierbaum earned a degree in accounting from the University of Minnesota's Carlson School.

He was the Executive Vice President for Pohland Companies until 2008. He then served the Archdiocese of Saint Paul and Minneapolis as treasurer and Chief Financial Officer until 2013.

He has been a member of HAUSA for 33 years. Serving as a HAUSA board member for six years, he was the Audit Committee chairman and an Executive Committee member. He is past president and nine-year board member of the Minnesota Holstein Association. Bierbaum was also a Holstein Foundation Trustee, serving as chairman for five years.

Bierbaum is a current trustee and treasurer for the Holy Family Catholic High School and Catholic Finance Corporation. He is also a current director of the Archdiocese of Saint Paul and Minneapolis and is a certified public accountant. His favorite hobby is the restoration of collector cars and tractors and converting barns to club houses for his grandchildren.

Bierbaum and his wife, Nancy, have been married for 44 years and have three children and two grandchildren.

1. We currently milk in a traditional operation with 56 tie-stalls and 12 head bedded pack. All but 4 cows are registered (those 4 are recipient animals). The herd is on the Holstein COMPLETE® program (in fact was the first herd enrolled at program's inception) and our DHIA records are processed by ATA. We classify regularly and use the EASY ID™ and Tag ID programs. We are having a complete dispersal on May 26th and have rented the farm to a young man interested in getting started with his own herd. His herd of 55 cows are mostly registered. We hope to keep a few select animals with him. This decision is proving to be bittersweet but it is time.
2. While I have always strived to be known as a dairyman with business experience, in all honesty I am really a retired business man with a passion for Holstein cows. They are what I grew up with and missed greatly while I pursued a business career. Good fortune allowed me to do both after a while. I have been involved in leading organizations for almost 50 years. Organizations that were big and small; member governed, family owned, public corporations and religious entities; product and profit oriented as well as service and mission oriented. I believe I understand the role of elected officers serving in a useful and productive manner. My style of leadership is to help the people around me be willing contributors and to encourage them to give their best in action and thinking. My skill traits have developed through maturity and experience and include business and financial management and long-term strategy. HAUSA is blessed with skilled staff and committed board members. The talents of those and future folks will be needed to keep HAUSA at the forefront of a changing industry; an industry where change is likely to accelerate. I think I can help with that challenge.
3. The short answer is, probably not enough. However, in an attempt to be responsive, I have attempted to continually improve my own herd and hopefully that is a good example of what can be accomplished with registered cattle and through use of HAUSA programs. Nancy and I have an abiding interest in young people and have attempted to encourage their interest in dairying through sponsorship of activities. We have opened our farm to MHA field days, cattle judging teams and other interested parties.

## Candidates for Vice President *(continued)*



Mercersburg, Pa.  
717.860.4521

**Jim Burdette**, of Mercersburg, Pa. has owned and operated Windy Knoll View Farm since November 1974. Jim and his wife, Nina, farm with their son, Justin and his wife, Claire. They milk 120 Registered Holsteins with 150 head of young stock and farm 440 acres of owned and rented land. Jim has bred over 225 Excellent Holsteins and received over 70 All-American and Junior All-American nominations.

The herd has received the Progressive Breeder and Progressive Genetics awards and has a rolling herd average of 25,684 pounds of milk, 1,026 pounds of fat and 789 pounds of protein. In 2009, Jim was the first Robert McKown Master Breeder award recipient.

A former HAUSA board member, Burdette served on the Executive, Genetic Advancement and Nominating Committees and has chaired the Type Advisory and Show Committees. Jim served as a delegate to National Holstein Convention 12 times. With the Pennsylvania Holstein Association, he served as president, vice president and on every committee. He was inducted into the Pennsylvania Holstein Hall of Fame.

Burdette was an official judge in six countries and at HAUSA judges conferences. He conducted international judge's workshops. He is currently budget committee chair of the All-American Dairy Show and on Maryland-Virginia Milk Producers Co-op advisory council.

Jim and his wife, Nina, have two sons and two granddaughters.

1. I own and operate Windy Knoll View Farm located in Mercersburg, Pennsylvania. In October 1974 my wife, Nina and I moved to our farm, rented for four years and bought the acreage in 1978. In the 1980s, we bought a farm next to where we lived and own 240 acres. We are a first-generation dairy farm and started with 19 cows including one Registered Holstein, three grade Holsteins and the rest Ayrshires. I soon discovered that if I were to fulfill my dream of buying a farm I needed to make the switch to Registered Holsteins because of the many profitability opportunities. Windy Knoll View embryos and live cattle have been sold domestically and internationally and bulls placed into AI programs. We farm now with my son, Justin and his wife Claire, and milk 120 Registered Holsteins, housed in free stalls and milked in a step-up parlor, with about 150 head of young stock. We use many Holstein USA programs including EASY ID, Tag ID, contract classification, TriStar<sup>SM</sup> production records and genomic testing services. I have always been a strong supporter of Holstein USA Junior programs. We must keep our youth involved to continue to advance our Association. We enjoy exhibiting our

cattle at Holstein shows and have always strived to breed functionally correct cattle which milk well, pay the bills and provide a profitable investment for buyers of Windy Knoll View genetics.

2. 2017 completes 40 years of Holstein USA membership for myself. As a vice president candidate, I bring to the board a passion for both the Holstein cow and breeder. This passion, combined with a desire to embrace the progression of the Holstein industry has allowed me to grow my dairy farm and bring my son and his wife into our operation. It has also afforded me an opportunity to serve the membership by fulfilling six years on the Holstein USA board, four of which included a seat on the Executive Committee. My practical experience in the Holstein industry along with my interactions with fellow Holstein USA members and international Holstein breeders has made me a strong believer there is not one type of Holstein cow that suits every situation. This experience and understanding is a necessary component for the board so they can stay connected to their membership. As a vice president candidate, I will keep this connection at the forefront of the board so Holstein USA can continue to provide the membership with the tools necessary for the breeders to breed towards the type of Holstein best suited for them. I look forward to serving as vice president and bringing the practical experience of Holstein USA members to the board thus allowing the directors to continue to evolve the association.
3. I believe it all starts on the local level. While serving in our county Holstein Association I helped plan tours and activities that would encourage all dairyman to attend which presented opportunities to discuss the benefits of Holstein membership. Once the value of Registered Holsteins was seen, whether in amount of milk produced or functional cattle which could make a profit in all different types of operations, prospective members started asking questions about Registered Holsteins and programs. As the industry continues to evolve it is easy to accentuate the technology support provided by Holstein USA. I always promote the merchandizing possibilities of Registered Holsteins.

For over forty years I have encouraged youth to become involved with Registered Holsteins which in turn often leads to the involvement of adults in the Holstein Association. We sold many calves for under market value to kids with "the Holstein bug." Often a calf developed into a foundation cow for a Registered Holstein herd. Hosting 4-H, FFA and youth judging practices provide an opportunity to interact with prospective Holstein members. Many state organizations have outstanding youth programs with many opportunities for individual growth as does our national Association.

## Candidates for Vice President *(continued)*



Mukwonago, Wis.  
920.650.0294

**Corey Geiger** of Mukwonago, Wis., was a member of the Holstein Association USA Board of Directors from 2000 to 2016. Geiger served on the Executive, Audit, Legislative Affairs, Junior Advisory, and International Marketing Committees chairing both Audit and Legislative Affairs. He serves on the Audit Committee to this very day.

He, along with his wife Krista Knigge, are Co-Chairs for the 2019 National Holstein Convention. As a member of the Wisconsin Holstein Board of Directors, Geiger was a seven-year executive committee member serving as president, vice-president, and secretary.

Geiger co-wrote World Dairy Expo's 50th Anniversary Book, "We Need A Show" and advises the show on its Strategic Planning Committee. He is superintendent for the Intercollegiate Dairy Cattle Judging Contest and the 16-year Secretary Treasurer of the Klussendorf Association; He was President of National Dairy Shrine and a five-year executive committee member.

A member of the editorial team of Hoard's Dairyman magazine since 1995, he now is lead editor. Geiger is part owner of Ran-Rose Holsteins, Reedsville, Wis. representing the sixth generation on the 377-acre farm with 125 Registered Holsteins. Geiger works three to five days a month on the farm: milking cows, assisting with herd health, cattle sales, and fieldwork.

1. Our 125-head of Registered Holsteins are enrolled in Holstein COMPLETE and have used RFID and custom ear tags for two decades. We also were an early adapter of EnLight®. Since 1989, we have classified every rotation. The entirely registered herd averages 25,228M, 935F, 760P with 9 Excellent, 39 Very Good, and 12 Good Plus. For the past 22 years, our somatic cell has been under 100,000. Three cows bearing our prefix produced over 300,000 pounds of lifetime milk with the highest at 384,552. That cow's granddam was the former Wisconsin lifetime record holder. 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. In addition, we have placed five bulls in A.I. over the last decade. In 2004, I was co-breeder and co-owner of the High Honorable Mention All-American Summer Yearling.

While I may not milk cows every day, I work with our herd frequently and help with the four-cut alfalfa, wheat, and corn harvest. My wife and I also help on her family's Holstein dairy. We also have a group of recipients on our property where we implant IVF embryos from our herd.

2. Servant leadership, critical thinking, and bridge-building partnerships are skills I bring to the boardroom. My dedication, track record, and ability to lead are well documented . . . plus I am comfortable working with all generations.

While a member of the Wisconsin Holstein Association board of directors, I brainstormed ideas to make state publications financially solvent. Realizing others had the same concerns; we held a meeting with Illinois, Iowa, Minnesota and South Dakota. The five states developed a plan to launch Midwest Holsteins. Not only did it improve everyone's bottom-line; it provided more member services. As success built, publication schedules doubled and Michigan joined the consortium.

On the national level as an Audit Committee member and chair, I was instrumental in leading discussion that reevaluated the Reserve Fund. In particular, how we might use that financial resource to prepare for the future. That led the board to allocate funds to build a new information technology system. Why is that important? First and foremost, the Holstein Association's greatest asset is data on the Holstein breed.

Also, as co-chair of the 2019 National Convention, we will add a genetic conference to the program. That format will bring non-traditional members to our meeting.

3. It starts with one kind gesture and a personal connection.

About a decade ago, our farm's 12-year employee started his own farm. Not having grown up on a dairy, he gained a great appreciation for working with Registered Holsteins as our employee. Wanting to become a business owner, he purchased major interest and later moved his 109 Holsteins (who carried or whose dams carried our prefix) to his farm. I mention this because the Registered Holsteins carried greater value as he put his business plan together with his lender. As a servant leader, I helped this couple walk through that process. Today, we have a full barn again with homebred Holsteins and are repeating that story with another young man.

Also, on numerous occasions I also helped new members with questions and personally reached out to Holstein field representatives to follow-up. A number of them went from buying their first Registered Holstein, to eventually joining Holstein COMPLETE.

Serving on the Western Dairy Management Conference planning committee, and other like-minded events, I have facilitated genetic panels. By opening minds, it has given new perspective on the value of genetics. In turn, these farmers are more inclined to use Holstein Association services.

## Candidate for Region 2



East Freedom, Pa.  
814.381.9070

**John Burket**, of East Freedom, Pa., has been a lifelong dairyman at Burket Falls Farm. He received his bachelor's degree from Pennsylvania State University with a major in dairy science.

John currently serves as Region 2 director on the HAUSA board, and is a member of the Genetic Advancement Committee, Type Advisory Committee and the Show Committee. He has served on

the Holstein Association USA International Marketing Committee, Legislative Affairs Committee as vice chair and the Delegate System/Annual Meeting Study Committee. He is a past president of the Pennsylvania Holstein Association. John has judged dairy shows at state, national, and international levels and is currently on the Holstein USA National Judges List. John is a former classifier for the Red and White Dairy Cattle Association (RWDCA), and has served on the RWDCA board of directors. He is also a freelance pedigree reader for sales.

Burket has served on the Maryland and Virginia Milk Cooperative Leadership Council, agricultural board for the Blair County Development Corporation, and the Dickenson Law School Agricultural Advisory Committee. He is active in his community as a church member and a school board member, where he served as president for 14 years.

John and his wife, Kay, have three children.

1. We milk 110 Registered Holsteins with about 170 head of young stock. Our herd is currently 90% polled and nearly half are red and white. The herd is on Holstein COMPLETE and we use many of Holsteins programs and services.
2. I have been afforded the opportunity to travel extensively, both domestically and internationally, with my involvement with Holsteins. Without a doubt, the U.S. Holstein is recognized around the world as superior to all other dairy genetics. We need to make sure our association and Holsteins continue to be in a leadership position of supplying the best genetics and services to dairymen around the world. Not every dairyman wants the same thing, but whatever their needs, we must be able to provide it.
3. Lead by example. Other dairymen often watch what you are doing, and if you are successful at it, they will often follow. Registering, production testing, classifying, showing, advertising, have all at some point encouraged other dairymen to get involved. Opening your barn doors to neighbors and especially the youth, have resulted in people getting involved in the business.

## Candidates for Region 3



Columbiana, Ohio  
614.205.7179

**Steve Moff**, of Columbiana, Ohio, has a partnership with his father and brother owning Ouric Holsteins. The herd size grew from 35 milking cows in 1968, to 125 in 1988 and decreased in early 2000's to current milking herd size of 15. Since 2009, the milking cows have been housed off farm. The dairy has received the Progressive Breeders Registry award ten times. He currently works for COBA/

Select Sires, Inc. as a dairy program specialist.

Steve has been a Holstein USA member for 49 years and attended National Holstein Convention as a delegate several times. He was an adult member of the Junior Advisory Committee for four years. In the past, he has served as the Columbiana-Mahoning Holstein Club president. He was a member of the first Young Dairy Leaders Institute class.

He is a member of the Canfield/Mahoning County Fair Board, the Mahoning County Dairy Committee, Ohio PDCA Board, All American Dairy Show Board, Spring Dairy Expo Board, Beaver Township Zoning Board of Appeals and the National AGS Fraternity Board. Steve is the assistant dairy cattle superintendent at the Ohio State Fair. He served Paradise Church as an elder, deacon, president and vice president of consistory and is a current Sunday school teacher.

Steve and his wife, Jane, have three children and four grandchildren.

1. Our dairy herd has always been 100% registered. We are enrolled in the TriStar program. While our current milking herd of 15 are milked at another farm, heifers are being raised on our farm and as they calve, then they are moved to our milking herd.
2. As an evaluator for COBA/Select Sires, Inc. I am in contact with a wide variety of dairymen daily. I think this helps me keep in touch with what is important to Holstein breeders, large and small.
3. I have worked with state and national Holstein employees to encourage breeders to start registering cows. While on farms evaluating, I always encourage them to at least Basic ID and record ancestry.

## Candidates for Region 3 (continued)



Davis, Ill.  
815.275.6684

**Jerry Smith**, of Davis, Ill., has worked at Clearfield Holsteins for 47 years. They milk 80-85 cows and have 75 young stock. The herd's Rolling Herd Average is 27,250 pounds of milk with a BAA of 106.7. The herd has received the Progressive Breeders Registry award. They crop 720 acres of corn, soybeans, wheat and hay.

He has been a Holstein USA member for over 40 years, being

a member of the Illinois state board since 1990. He served as a delegate to the National Holstein Convention several times. In the past, he has served on the Stephenson County Club board as president and vice president and on the selection committee for the Sizzler Sale.

Being a past master of Durand Lodge 302 A.F. & A.M., he is a 42-year Mason. He has been involved with the Davis Town and Country Association for more than 10 years and was the Rock Run Township supervisor. Jerry currently serves on the Prairie State Select Sires board of directors. He enjoys collecting John Deere tractors and showing cattle with his granddaughter.

Jerry, along with his wife, Sharon, have three children and 5 grandchildren.

1. We still milk cows at Clearfield Farms and are currently milking 70-75 cows in a parlor-freestall setup with room for six boxstalls for older and better cows. All cows have been Registered Holsteins for many years, my dad bought his first registered cow in 1948. We are on Holstein COMPLETE and classify every cow and have been on DHIR for a long time!
2. Since we operate a Registered Holstein herd and do the biggest share of the work ourselves I feel this gives me a better understanding of what the other breeders and I want and need from the Association. I like to look at both sides of a problem and work things out for the betterment of all members not just myself. The Registered Holstein cow has been a large part of my life for a long time.
3. I have worked with several dairymen who are neighbors that had a few Registered Holsteins and helped get them signed up as a member, answered questions and got them involved in the local club.

## Candidates for Region 7



Sabetha, Kan.  
785.285.0142

**Dwight Rokey**, of Sabetha, Kan., has been raising Registered Holsteins since 1994. He became the herdsman for the commercial farm where his wife worked. While there, they started purchasing Registered Holsteins and are currently farming with his family. Their herd has participated in many programs including TriStar, classification, and are currently enrolled in Holstein COMPLETE.

He has been a Holstein USA member for 23 years. He recently completed his term as president for the Kansas Holstein Association. He has served as a delegate to the National Holstein Convention six years.

Dwight served on the Kansas Dairy Commission and Kansas Dairy Association boards for eight years. At Apostolic Christian Church, he has served as an usher eight years, Sunday school teacher for ten years, and superintendent for one year. He was also a board member of Prairie Meadows Private School for four years.

Dwight has been married to his wife Anita for 23 years and they have 7 children.

1. Currently dairying with my family, after starting on our own in 1999. We milk 125 Registered Holsteins, housing them in a comfort stall barn and bedded pack. We raise all our own replacements, using automatic calf feeders. We use the EASY ID system to register all our calves, along with being on Holstein COMPLETE. Marketing and selling genetics is a focus for our farm. We raise all our silage on 140 acres, purchasing all the dry hay and grain.
2. Having not been raised on a dairy farm, and being introduced to Registered Holsteins, has been KEY to our success. Purebred organizations, and top quality animals has always been a passion of mine. Being involved in other organizations makes me realize how important a good structure and leadership really is. I feel like past leadership roles are important in helping to make clear and sound decisions, and working well together with others is also very important to me.
3. We have employed several young adults who have been interested in buying cattle, and we have helped them successfully do that. They are now members of the Association. Our children are also becoming members and buy and own cattle of their own. We also have encouraged other grade dairies to start identifying and registering their animals.

## Candidates for Region 7 (continued)



Verona, Mo.  
417.300.4835

**Larry Wright**, of Verona, Mo., owns and operates Wrightvale Farm. In 2013 Larry moved the cattle from Clever, Mo. to Verona. Currently they milk 60 Registered Holsteins and raise their own replacement heifers. Wrightvale Farm received the Missouri State Farm Family award in 2004 and have exhibited cattle at National Shows.

He has been a member of Holstein USA and Missouri Holstein

Associations for 36 years. Through the Missouri State Association, he has been involved in various district and state committees. He was chairman for the 2012 National Holstein Convention Sale held in Springfield, Mo.

He is a member and elder of Grace Lutheran Church. He is an avid St. Louis Cardinals fan and golfer and has been a member of the winning National Holstein Convention golf team.

Larry and his wife, Jodi, have two children.

1. Four years ago, my wife and I purchased a 120-acre farm located in southwest Missouri, near Verona. We currently milk 60 Registered Holsteins twice per day in a double 4 herringbone. Our operation is 100% Registered Holstein. Our feeding program is pasture based with quality dry alfalfa and grass hay, corn silage and grain concentrate feed in the milking barn. We currently operate 380 acres of pasture, corn, and hay ground. Wrightvale Holsteins is involved in showing at the local, state, regional and national levels.

Wrightvale has always had the motto 'feed for milk, breed for type'. We utilize high type bulls with proven cow families. Longevity and type are key factors that we emphasize. Embryo transfer and IVF are key components of our breeding and marketing program. Merchandizing embryos and cattle locally and internationally along with acquiring elite genetics and promoting the breed are key components in our operation. Wrightvale participates in Holstein COMPLETE, TriStar, and classification. We utilize the EASY ID registration program and Holstein custom tags. Our current BAA is 108.2 on 56 head. I am also a member of Holstein USA's Qualified Judges List.

Our children are also very involved in the Association. Our oldest, Lora, 17, has been involved in the operation and Holstein programs. Lora has received the YDJM award and won the Junior and Intermediate Public Speaking divisions at the National Holstein Convention, and the first-place state digital scrapbook along with exhibiting her cattle at the Southern National Spring Show and World Dairy Expo. Blake, 15, is also active in the Holstein Association, placing 3rd in the Junior Jeopardy contest, public speaking and exhibiting his cattle. My wife, Jodi, is an alumnus of the 2nd class of Young Dairy Leaders Institute.

We are small breeders that do not utilize any outside labor and focus on high quality genetics to promote the breed and our operation.

2. We are a small 100% Registered Holstein dairy with two teenage children that are active in Association programs. We must utilize breeding, developing, and marketing to supplement our milk income. It is the joy of breeding and developing the next generation of cattle that drives my passion for the Holstein cow and the industry she represents. Chairing the 2012 National Holstein Convention Sale in Springfield, Missouri was an opportunity to bring the industries elite genetics together and showcase them on the national stage.

As a part-time trucker in the early 90s, I was allowed the opportunity to be on many dairies and to haul many great cattle in and out of various types of sales while working with numerous sale managers and consignors. It allowed me to see the daily operations of a variety of farms and how various sales were run. But, the most valuable part of that opportunity was to meet the dairymen behind the cattle and to spend time on their operation.

In the late '80s, I formed a partnership with David Brown of Cherown Holsteins, Canada; working alongside David to help create a partnership that developed several All-American and All-Canadian cattle. I had the opportunity to become acquainted with several international breeders during this time, that I have continued lifelong friendships with.

It is the combination of hauling, showing, merchandising and breeding that allows me to be a board member that can bring perspective from all aspects of the industry. I have an open mind with a positive attitude and a great deal of patience that allows me to see the bright future of the industry as we incorporate genetic, robotic and other technologies.

3. In talking with fellow dairymen that express an interest in Registered Holsteins, I have several areas that I prefer to emphasize. I discover the breeding goals of their operation and consult with them in locating a Registered Holstein sale that has cattle that fit their goals. Once these animals are purchased I make sure that our Holstein field representative is aware of their interest so that association follow-up helps to solidify participation in membership and other services.

Providing prospective members with a quality buying experience and then continuing to help when asked regarding breeding and marketing questions is essential in helping the new breeder achieve success and therefore creating a long-term member and promoter of the Holstein breed. Once the member experiences the positive benefits of the breed and owning Registered Holsteins it makes it easier for them to become more active in local and state associations.

## Candidate for At-Large Director



Hampshire, Ill.  
815.766.0326

**Dale Drendel**, of Hampshire, Ill., has operated Lindale Holsteins for the past 40 years. In September 2016, they had a complete herd dispersal but are currently housing 170 head of young stock. The herd averaged 28,148 pounds of milk. The herd's showing success includes three Premier Exhibitor and two Premier Breeder banners at National Holstein Shows.

He currently serves as At-Large director on the HAUSA board, and was a member of the Audit, Show and Nominating Committees. An active member of the Illinois Holstein Association, he has served as president, vice president and executive committee member. He has been a delegate to National Convention ten times. In 2012, he was honored by Illinois Holstein with the Senior Breeder award.

Drendel currently serves as a Foremost Farms director and vice president of Dairy Lab Services. He is on the board of Illinois Milk Producers and previously on the Prairie State Select Sires. He is a past president of Illinois DHIA. His family farm has hosted a dairy breakfast six times with over 8,000 attendees, and other farm tours for consumers and dietitians.

Dale and his wife, Linda, have three children.

1. I have lived on a farm my entire life and have lived on a dairy farm since first grade. Lindale Holsteins, myself and my wife Linda, started with our marriage in 1974. On September 15, 2016, we had a complete herd dispersal with a DHIA average of 28,148M, 1075F, and 890P on 120 head. At this time, we our housing 150 head of young stock for other farmers and 20 head of Team and Lindale Holsteins.

Lindale Holsteins has always been a herd of 100% Registered Holsteins, and we utilized Holstein USA programs such as EASY ID, Tag ID, and the COMPLETE program.

2. I have been a Holstein USA board member since 2014 and served on the Audit and Show committees. I believe that I have gained valuable information and experience that I can bring to the future board that a candidate who has not served on the board cannot do as effectively. Our farm is located just 45 minutes outside Chicago and just that close to millions of our consumers. I have always believed that is it extremely important that the dairy industry keep in touch with the mind-set and buying patterns of our consumers. Lindale Holsteins has always welcomed consumers to our farm through dairy breakfasts, the Fuel Up to Play 60 program, the Illinois Farm Families program that invites city moms to tour our farm, and other and all opportunities to connect with others. I can bring this personal knowledge and experience of dealing with the public to the board. We are all facing sensitive issues in the dairy industry. I am quite aware of consumer concerns and can use this insight to help the Holstein USA board develop policies and programs that are not only good for the dairy farmer but also consumer friendly.
3. Throughout my area, the majority of breeders are Holstein USA members and benefit from the programs and services offered. To these breeders, I have always encouraged them to take full advantage of these programs and services and call upon a Holstein USA representative for help and guidance. Also, when our farm sells a breeding age bull to a non-registered herd, I point out the advantages of Registered Holsteins and again remind them that help is available through our staff.



## Holstein Association USA, Inc.

1 Holstein Place, PO Box 808 • Brattleboro, VT 05302-0808

800.952.5200 • [www.holsteinusa.com](http://www.holsteinusa.com)