



The Holstein Insider

Holstein Association USA, Inc. Inside Track for Delegates & State Association Leaders

March 2013

2013 Regional Meeting Schedule

We hope you have been able to or can join us for one of the remaining Regional Meetings. With questions, contact Jodi Hoynoski 800.952.5200 ext. 4261, jhoynoski@holstein.com. To RSVP, call Kelli Dunklee, ext. 4124 or kdunklee@holstein.com.

March 2, 2013 • Welch, Minnesota • 8:00 a.m. to 9:00 a.m.
Treasure Island Resort, 5734 Sturgeon Lake Rd. • 651.388.6300

March 8, 2013 • Westminster, Maryland • 2:30 p.m. to 3:30 p.m.
Carroll County Ag. Center, Burns Hall, 706 Agriculture Center Dr.

March 8, 2013 • Sidney, Ohio • 5:00 p.m. to 6:00 p.m.
Sidney Inn & Conference Center, 400 Folkerth Ave. • 937.492.1131

April 10, 2013 • Stillwater, Oklahoma • 6:00 – 7:30 p.m.
Payne County Expo Center, 4518 Expo CIR EAST, E Hwy 51 & Fairgrounds Road
RSVP by April 1



Win a Kindle Fire in our 2013 Online Junior Essay Contest!

It's time again for our annual online Junior essay contest, and this year we've got an exciting prize for one Grand Prize winner – a Kindle Fire tablet! Any National Junior Holstein member is eligible to compete,

with the contest divided into three age divisions. Entries must be received by March 15, 2013. Here are the topics...

Junior (ages 9-13 as of January 1): In what ways do you educate your non-dairy friends and classmates about the dairy industry and benefits of consuming dairy products?(limit to one page)

Intermediate (ages 14-17): Who is your role model in the dairy industry and what is one lesson you have learned from them?(limit to two pages)

Senior (ages 18-21): Describe your vision for the dairy industry over the next decade, and the role you plan to play in it. (limit to three pages)

All entrants will receive a certificate of participation from Holstein USA, and prizes will be awarded to the top three essays in each division, with one overall Grand Prize winner selected to receive the Kindle Fire. For complete details and entry information, visit www.holsteinusa.com/juniors! Questions? Contact Lindsey Worden at 800.952.5200, ext. 4096 or Lworden@holstein.com. Good luck!

Kindle Fire is a trademark of Amazon.com, Inc. or its affiliates. Kindle device is given away on behalf of Holstein Association USA. Amazon is not a sponsor of this contest.

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E-mail Me!

As we try to streamline communications, email is the faster, easier, and more economical way to deliver the *Holstein Insider*. Please email Jodi at jhoynoski@holstein.com to share your email address, and we'll email you the next issue of the *Holstein Insider*. Thanks to those who have already helped us out!

Holstein Association USA Inc.

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Phone: 800.952.5200 • www.holsteinusa.com

Holstein Association USA Reports Successful Year-End Numbers for 2012

Holstein Association USA is excited to report that 2012 was another solid year for U.S. Registered Holsteins and program activity, with interest in Registered Holstein cattle continuing to grow. CEO John M. Meyer reported in his State of the Association address at regional member meetings this winter, "Registrations at the end of last year totaled 362,669, up 2,520 from 2011."

"Looking down memory lane, 10 years ago in 2002, we registered 315,488 Holsteins," said CEO Meyer.

"Because of you and the world's most profitable cow, the U.S. Registered Holstein, registrations have increased 47,181 in the last 10 years."

Furthermore, the Association identified 204,474 Holsteins last year through the Basic ID program, which is a stepping stone to full registry status. Animals identified with Basic ID are not eligible for Holstein USA recognitions or Official Holstein Pedigrees. Basic ID, combined with registrations, bring the total number of animals identified in 2012 to 567,143. "These numbers are good examples of how the market share of Registered Holstein cattle continues to expand from coast to coast," Meyer added.

Participation in the Holstein COMPLETE program is also strong, with 281,359 cows enrolled in the program at the end of 2012, which is an increase of 10 percent over

2011 numbers. Holstein COMPLETE is the Association's premier program, bundling registrations, classification, production records, pedigrees, and other services together for one annual fee.

"We classified 228,541 cows in our regular Classification program," reported Meyer. "Through the SET classification program, 88,586 animals were appraised, which is a 3 percent increase in the number of cows over 2011."



The number of genotyped animals continues to increase annually. In 2012, 26,796 genomic tests were performed, compared to 19,474 in 2011, an increase of 7,322. "There is more genomic testing of Holstein cattle in the United States than there is of any breed of cattle anywhere in the world, helping to ensure the genetic superiority of U.S. Registered Holsteins," Meyer stated.

The increased interest in the Registered Holstein cow and her Association is evidenced by the fact that the Association welcomed 629 new adult members and 966 Junior members in 2012, which is a 3 percent increase in adults and 8 percent increase in Juniors.

A complete report on the Association's 2012 performance will be presented at the 2013 Annual Meeting, July 10 and 11, in Indianapolis, Ind.

**Race to
Indy**



National Holstein Convention
Indianapolis, Indiana
July 7-11, 2013
www.indianaholstein.com

2013 National Holstein Convention

Make plans now to join us July 7-11 in Indianapolis, Indiana for the 2013 National Holstein Convention! The Annual Meeting will be held July 10-11, 2013.

Make your hotel reservations early!

Headquarters Hotel:

Marriott Indianapolis Downtown
350 West Maryland Street
Indianapolis, IN 46225
877-303-0104

A limited number of hotel rooms are being held for the Holstein Association until June 5. The group room rate is \$145 (+17% tax), subject to availability.

Delegate Information

For any delegate matters, please contact Jodi Hoynoski at 800.952.5200 ext. 4261 or jhoynoski@holstein.com

Can't Serve?

Let Jodi know as soon as possible so an alternate can be arranged to take your place.

Making Arrangements

Delegates are responsible for making their own travel, flight and hotel arrangements. Delegates need to be officially checked in at Delegate Registration the night before Annual Meeting (Tuesday, July 9) and are expected to be in attendance for the entire Annual Meeting. The Annual Meeting will be held all day Wednesday, July 10 and is expected to conclude by 1:00 p.m. on Thursday, July 11.

Delegate Reimbursement Policy Revised for 2013

All delegates attending the entire 2013 Holstein Association USA Annual Meeting, July 10-11 in Indianapolis, Ind. will be reimbursed \$500 (up from \$400 in 2012). Reimbursement checks will be distributed to delegates at the end of the Annual Meeting, which is expected to conclude by 1:00 p.m. on July 11. Delegates must be present to receive their check in person, so please keep this in mind when making your travel plans.

Show Catalog Service for State Associations

Holstein Association USA was excited to offer a new catalog service for our National Shows in 2012. Now, we are extending that service to state associations that manage their state and district shows. For \$1 a head, we'll take basic entry information you collect, namely the animals' registration numbers. Then we'll pull information on those animals from our database and put it into a formatted catalog. The information will come right from our Holstein database, so it will be accurate, easy to read, and most importantly, easy for you. We'll provide the catalog document in Microsoft Word, so you can make any edits on your own following check-in. If you would like to see a sample catalog or have questions, contact Jodi Hoynoski.

State Annual Report Reminder

As state associations complete their 2012-13 annual meetings, we are asking state secretaries and managers to fill out an Annual Report form. The Annual Report form can be found online at www.holsteinusa.com/statereportform.html. We encourage you to submit report forms 30 days after your annual meeting is held. These reports are particularly important for Holstein Association USA to get updated state officer information. If you need a hard copy of the form, or have questions, please contact Jodi Hoynoski.

Two Judges Conferences Planned for Spring

Holstein Association USA will be hosting two National Show Judges Conferences this spring, in Wisconsin and California. The conferences are open to anyone 22 years of age or older, and will consist of placing classes, as well as classroom discussion time. Completion of a conference within a three-year period is required for anyone applying for, or currently on the Holstein Association USA Show Judges Lists.

Pre-registration is available for \$50, closing two weeks prior to the conference. After that date, the fee will be \$100. Registration may be completed online with a credit card at www.holsteinusa.com/shows/judges_preregister.html.

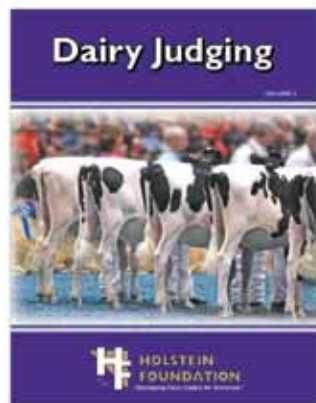
The first conference will be held **April 18 from 8 a.m. to 3 p.m. in Jefferson, Wis.**, in conjunction with the Midwest Spring National Holstein Show. Pre-registration for this conference closes April 4, 2013. A block of rooms has been reserved at the Holiday Inn Express, 1680 Madison Ave., Fort Atkinson, Wis. Call 920.563.3600 by March 26 and mention "Holstein Judges Conference" to receive a \$104+tax nightly rate.

The second conference will be **April 24 from 8 a.m. to 3 p.m. in Merced, Calif.**, in conjunction with the California Spring Holstein Show. Pre-registration for this conference closes April 10, 2013. A block of rooms has been reserved at the Holiday Inn Express, 151 S Parsons Ave., Merced, Calif. Call 209.384.3700 by April 1 and mention "Holstein Judges Conference" for a \$84+tax nightly rate.

With questions, contact Jodi Hoynoski. Information about the National Judges Lists can be found at www.holsteinusa.com, under National Shows in the main menu, then National Show Judges List.

Printed Copies of Dairy Judging and Showmanship Workbooks Now Available

After much demand, the Holstein Foundation is pleased to offer printed copies of the popular Dairy Judging and Showring Ready workbooks for sale.



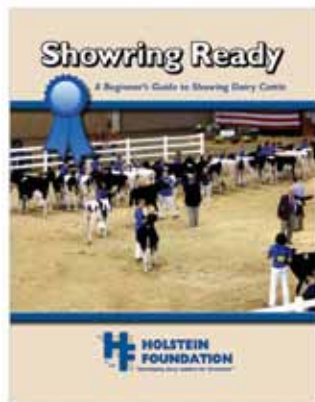
Dairy Judging (44 pages) takes readers through the basics of judging dairy cattle. It covers the PDCA Scorecard and major breakdowns with pictures, preparing and presenting oral reasons, assigning cuts and scoring placings, and basics of linear evaluation. Several practice and resource activities are also included, such as a "parts of the cow" worksheet, practice placing cards which can be photocopied for a group, a beginner's reasons

worksheet, note-taking worksheet, and practice linear evaluation scoresheet.

Showring Ready (36 pages) covers everything a young dairy enthusiast should need to know to get started exhibiting dairy cattle. Topics include selecting your project animal, caring for your show animals, halter training, washing, fitting your animal, what to expect at the show, showmanship guidelines, and more. Other included resources are growth standard recommendations for Holstein heifers, dairy project health, management and budget worksheets, and an example show sign. Several pictures are included throughout the workbook to demonstrate concepts and equipment discussed.

The workbooks may be purchased for \$5 each, including shipping. If ordering 50 or more copies, workbooks are \$3 each. There is a minimum order of 5 workbooks (could be a combination of the two), and orders must be placed at least two weeks before delivery is needed; for rush orders, buyer will be responsible for the full rush shipping cost. Each has a color cover with black and white contents. To place an order, contact Kelli Dunklee at 800.952.5200, ext. 4124, or kdunklee@holstein.com. Payment is accepted by credit card through the Holstein Foundation's secure donation site, and workbooks will be shipped after payment is received.

As always, all of the Holstein Foundation educational workbooks, including Dairy Judging and Showring Ready, may be downloaded absolutely free of charge at www.holsteinfoundation.org. If you have not seen the workbooks before, we welcome you to go online and preview them for free before purchasing.



An Iconic Holstein Image: "Have Holsteins" a Famous Bonnie Mohr Original Oil to be Sold to Benefit Holstein Foundation

The original oil painting "Have Holsteins" by renowned dairy artist Bonnie Mohr has been generously donated to be sold for the benefit of Holstein Foundation programs. This striking image was widely used by the Holstein Association in a series of posters and art, capturing the strength and beauty of the Registered Holstein cow. Consigned by Joel Hastings of HolsteinWorld, this beautifully framed painting measures more than 36 inches wide and 48 inches deep, and is a magnificent piece of art.

Interested bidders may submit bids in a sealed envelope, per the rules provided at www.holsteinfoundation.org. The auction closes May 1, 2013, at which time all of the sealed envelopes received will be opened. The holder of the winning bid will be contacted shortly thereafter. With questions or to receive a bidding envelope, contact Jodi Hoynoski at 800.952.5200, ext. 4261 or email jhoynoski@holstein.com.

FACEBOOK

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[@Holstein USA](https://twitter.com/HolsteinUSA)



02/11/2013

**DELEGATES ALLOWED FOR 2014 NATIONAL CONVENTION
MEMBERSHIP ACTIVITY COUNT FOR 02/01/2012 TO 01/31/2013**

	<u>Active Members</u>	<u>Total Members</u>	<u>Delegates Allowed</u>
TOTAL	10192	18661	115
16 Delegates	(2175 - 2324 Active Members)		
	Active Members	Total Members	
Wisconsin	2222	3417	
14 Delegates	(1875 - 2024 Active Members)		
	Active Members	Total Members	
Pennsylvania	1940	3444	
10 Delegates	(1275 - 1424 Active Members)		
	Active Members	Total Members	
New York	1278	2611	
5 Delegates	(525 - 674 Active Members)		
	Active Members	Total Members	
Ohio	599	1134	
Minnesota	551	984	
3 Delegates	(225 - 374 Active Members)		
	Active Members	Total Members	
Illinois	368	697	
Iowa	349	577	
Michigan	268	622	
California	266	526	
Maryland	260	527	
2 Delegates	(75 - 224 Active Members)		
	Active Members	Total Members	
Indiana	197	410	
Vermont	164	301	
Missouri	145	247	
Virginia	141	276	
Kentucky	102	172	
Tennessee	99	158	
Washington	93	194	
Maine	81	143	
Kansas	78	173	
Massachusetts	77	154	
New Jersey	76	169	
South Dakota	76	124	



02/11/2013

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	<u>Active Members</u>	<u>Total Members</u>	<u>Delegates Allowed</u>
TOTAL	10192	18661	115

1 Delegates

(0 - 74 Active Members)

	Active Members	Total Members
New Hampshire	71	130
Oregon	66	105
North Carolina	61	114
Utah	58	102
Connecticut	56	128
Texas	55	127
Delaware	47	77
Georgia	45	86
Idaho	44	112
Nebraska	30	63
Colorado	29	74
Oklahoma	27	65
West Virginia	27	61
North Dakota	25	48
Arkansas	23	38
South Carolina	21	38
Montana	18	33
Louisiana	13	23
Florida	11	77
Mississippi	10	22
New Mexico	9	15
Rhode Island	5	14
Nevada	4	10
Arizona	3	25
Alabama	3	8
Wyoming	1	6