

# Running for the Holstein USA Board of Directors

Being a board member can be a very rewarding opportunity to get more involved with your Association

BY JODI HOYNOSKI

If you were ever thinking about running for the Holstein Association USA board of directors someday, forget someday and give it serious consideration today! The time commitment is not as significant as you might think, it is an amazing networking opportunity, and a wonderful way to become more involved and give back to an organization and industry you care about.

Following a bylaw amendment passed at the 2012 Holstein Association USA Annual Meeting, interested members now have even more reason to consider taking this next step in Association involvement. Starting in 2013, if a region does not have at least two candidates declared for an open director position by March 1 of the election year, that regional director position will become an at-large position for two terms (unless the position is held by an incumbent).

## Board Structure

The Holstein Association USA board is comprised of twelve directors; nine regional directors who represent their respective governance regions and three at-large directors. Directors may serve two three-year terms, and the president and vice president are each limited to a single two-year term. The delegates at the Holstein Association USA Annual Meeting elect directors and officers.



## Governance Regions

Following is a list of directors from each region and when their current terms expire.

**Region 1:**  
**Peter B. Waterman, Maine**  
*Up for re-election in 2013*

**Region 2:**  
**James Burdette, Pa.**  
*Term expires in 2014*

**Region 3:**  
**Mike Jones, Ind.**  
*Up for re-election in 2014*

**Region 4:**  
**Gayle Carson, Tenn.**  
*Up for re-election in 2013*

**Region 5:**  
**R. Paul Buhr, Wis.**  
*Up for re-election in 2015*

**Region 6:**  
**Leroy Eggink, Iowa**  
*Term expires in 2013*

**Region 7:**  
**Roy Buessing, Kan.**  
*Up for re-election in 2014*

**Region 8:**  
**Bill Wright, Utah**  
*Term expires in 2015*

**Region 9:**  
**Patrick Maddox, Calif.**  
*Up for re-election in 2015*

**At-Large:**  
**Corey Geiger, Wis.**  
*Up for re-election in 2013*

**Jonathan Lamb, N.Y.**  
*Term expires in 2015*

**Boyd Schaufelberger, Ill.**  
*Term expires in 2014*



## The Role of a Board Member

Holstein Association USA directors use sound and ethical business principles to set policy for the Association, acting in the best interest of the membership. They uphold the organization's

mission of providing leadership, information and services to help members and dairy producers worldwide be successful.

## Desired Attributes of a Board Candidate

The Association is always looking for qualified people to run for the board of directors. Each year, Nominating Committee members are appointed in each of the nine governance regions. As the Nominating Committees works to surface prospective board members, they are asked to consider if the candidate...

- is a visionary thinker with strong leadership and communication skills
- is able to commit the time and has a passion to serve
- has the ability to look beyond his or her farm, state or region in decision-making
- is free from conflict of interest with family or business relationships
- understands financial concepts
- has a dairy background and utilizes Holstein Association USA products and services

## Time Commitment

Board meetings are held three times a year, and generally take place over two days.

- **March:** Held close to Holstein Association headquarters in Brattleboro, Vt.
- **June:** Held at the National Convention site, prior to the start of the Convention. A brief reorganizational meeting is also held following the adjournment of the Annual Meeting.
- **November:** Held in a central U.S. location. Business and budget plans for the following year are presented.

**Conference Calls** are held as needed throughout the year, but kept to a minimum in regard to the number and length of the calls.

**Committee Meetings** are often held in conjunction with board meetings or other industry events. Each board member generally serves on one or two committees.

**Regional Meetings** are held in each of the nine governance regions between the November and March board meetings. Directors are expected to attend the meeting within their region.

An honorarium is paid to board members for each day of travel and meeting attendance. Travel and related expenses incurred are reimbursed.

## Running for the Board

Any Holstein Association USA member in good standing is eligible to run for the board of directors. Candidates are encouraged to declare as far in advance of the Annual Meeting as feasible. To declare, an individual can contact a member of the Nominating Committee, a board member or the Association Executive Secretary. The Nominating Committee then submits names to be included on the ballot and in other Association communications.

Association bylaws require that all actual or potential conflicts of interest of board members and candidates be disclosed. Non-profit organizations are required to have similar transparency and disclosure to that of business corporations. The Nominating Committee will consider any potential conflicts of interest candidates may have as disclosed in the Annual Conflict of Interest Disclosure form.

## Timeline for Candidates

**January – February:** Anyone interested in running for the board should express their interest to a member of the Nominating Committee or the Executive Secretary.

**March:** The first week in March is the deadline for candidates to declare in order to be included in Association communications. At that time, the Nominating Committee approves the slate of declared candidates, and candidates will be sent a questionnaire to provide information that will be included in promotional material.

**April – May:** The Board Candidates brochure is distributed to delegates and posted online. Candidates campaign.

**National Convention:** Elections are held at the Annual Meeting. Candidates are provided time to speak and answer questions in front of the delegates.

“The Holstein USA board is the most enjoyable board that I have ever had the pleasure to serve on,” said At-Large director Boyd Schaufelberger of Illinois. “Management keeps us very well informed of issues the organization is facing. I’ve never served on a board where as much information is provided to the board prior to the meeting. It has been a joy and privilege to serve with such a great group of people on the Holstein USA board.”

“One of the highlights of my experience as a director is getting to know and become friends with fellow board members. Being entrusted with the future of the Holstein cow by our membership is an honor, and a responsibility that each board member takes seriously,” said At-Large director Jonathan Lamb, from New York. “The broader perspective, experience, and knowledge I’ve gained has helped me on the farm.”

For more information about running for the board, contact the Nominating Committee staff liaison Jodi Hoynoski, phone 800.952.5200, ext. 4261, or e-mail [jhoynoski@holstein.com](mailto:jhoynoski@holstein.com).

— Jodi Hoynoski is the State Association Liaison  
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