Closer to June than it should be for this to be written. I have been to most all our committee meetings, with the exception of our face to face Genetic Advancement Committee (GAC), due to our March blizzard. We did however have a conference call with a follow up meeting coming in June.

Our Show Committee came up with a great position statement on over-bagging of cattle. They revised and updated our judges lists and National Shows. A conference call handled the issues of the Legislative Affairs Committee where we took a position on changing the MPP and other things including lowering the national somatic cell count max to 400,000 from 750,000. An extremely informative Audit Committee meeting just prior to our March board meeting brought a lot of things for the board to look at in June that will benefit our Association.

A Type Advisory meeting was held in Oklahoma that got us out to former Massachusetts Holstein breeder, Todd Mason’s farm to look at his cattle and have Cy Letter and Brad Heinzmann explain and demonstrate some Classification breakdowns. Very interesting and big thanks to them. Todd, the cattle and family are in great shape. We discussed the value of type in our breed and the committee’s thoughts on taking some of it out of the TPI formula. This was a no go for this committee. They did agree that some cattle are getting too tall and that we should remain vigilant on that regard without making our cattle narrower. Latest classification numbers seem to reflect a positive decoupling stature from our udder scores.

Our International committee will have a conference call later next month with our GAC having a face to face mid-June. The Junior Advisory Committee met via conference call with a lot of excitement on the upcoming National Convention schedule. Our nomination committee met several times coming up with a great group of candidates for this year’s elections. View this year’s candidates on our website www.holsteinusa.com, under Meetings & Conventions, 2017 National Holstein Convention.

That’s most of the news, now back to work. While in Canada in early April I continue to be impressed with their Master Breeder Program. This year, 20 member herds were honored. The Canadians seem happy with their supply management system and have increased it to produce more of the lower-class products as well.

As I have said here many times, we are very unlikely to have a supply management program in the U.S., but that said it does not mean we shouldn’t manage our supply, but will we? Or will we just wait and hope someone or something will make things better. Over time it probably will for a short while. Then the same old issues will drive down prices again. If you can’t create more demand then you better reduce the supply. First a few can’t fix that so we better get together as an industry, it will take everyone to make it happen, but with that kind of commitment it could be fixed very fast, what do you want to do?

So, different topic, butterfat portion of our milk check one way (and this will not be news to all) to increase the fat content of milk is the use of palm fat in your cow’s diet, ask your nutritionist to incorporate some in your ration, maybe start at 4 ounces/cow/day and increase to 8 ounces. I think with all this balanced you will find a nice paycheck for your investment.

Back to the Holstein committees, their findings go back to the Holstein Board for final approval and I want to thank everyone involved in this process for the time and effort spent and wisdom you give to your Association.

I have enjoyed the opportunity to update you on some of the workings at Holstein and my thoughts on those issues involving our industry.

Good luck with your spring work, continue to breed the kind of cattle you enjoy working with. Spend some time with your family and please be safe.

Thanks,
On the Cover
2016 Star of the Breed recipient Miss Hot Mama-Red-ET, with some of her owners (l to r), Rhonda Shore, Travis and Matt Smith, and Matt Lintvedt.

Read more about this year's Star of the Breed on page 10.

In This Issue

PRESIDENT’S COLUMN  
President Gordie Cook presents us with updates of Holstein Committees and the role they play in our industry.

CEO’S MESSAGE  
CEO John M. Meyer discusses the many reasons why Holsteins are number one for profitability in the cheese market.

FOCUS ON GENETICS  
No matter what your long-term breeding goals are, Holstein Association USA offers many products and services to help achieve those goals. Are you using all the tools in the genetic toolbox when planning your breeding program?

FROM THE MOUNTAINS TO THE SEA  
Preview the schedule and details for the upcoming National Holstein Convention, hosted by Washington Holstein Association in Bellevue, Wash., June 27- July 1.

STAR OF THE BREED  
A Wisconsin cow, Miss Hot Mama-Red-ET, is recognized as the 2016 Star of the Breed award recipient.

HERDS OF EXCELLENCE  
Holstein Association USA is pleased to announce thirteen Registered Holstein® breeders as Herd of Excellence honorees this year. Read more about their operations.

GUEST EDITORIAL  
Allflex USA President Glenn Fischer provides insight on the value of being part of a successful team.
BOARD UPDATE

Board Holds Spring Meeting in Vermont

President Gordie Cook presided at the spring Holstein Association USA, Inc. (HAUSA) board of directors meeting on March 30-31 at the headquarters in Brattleboro. The Business Plan portion of the meeting included results of 2016 objectives and updates on 2017 objectives.

Program activity

Through March 25, 2017, registrations totaled 90,292 Holsteins, up four percent compared to 2016. Start-up registrations increased eight percent year-to-date and 56,701 animals were identified through the Basic ID program, representing a 45 percent improvement over the same time last year.

Holstein COMPLETE® enrollment through March stood at 339,608 animals. This number is up five percent compared to 2016, and represents an additional 17,626 cows.

Management reported AgriTech Analytics (ATA) enrollment stood at 946,526 animals at the end of February. When compared to the same time last year, this is 6,724 fewer cows.

Committee reports

The board heard reports from the Audit, Genetic Advancement, Junior Advisory, Legislative Affairs, and Show committees.

The board endorsed National Milk Producers Federation’s Recommendations for Improvements in the Margin Protection Program for Dairy. In part, NMPF’s recommended improvements for MMP focus on:
1) restoring original feed cost formula and reassessing feed and milk price sources (i.e., reliance solely on prices calculated by NASS);
2) accuracy and affordability of MPP premium rates;
3) timing of margin determinations and annual sign-up; and
4) expansion and compatibility of the Livestock Gross Margin (LGM).

The board agreed to proceed with efforts to lower the PMO somatic cell count requirement for bovine milk from 750,000/mL to 400,000/mL and to support the “milk is milk” legislation, known as “The DAIRY PRIDE Act.” The “Act” would require that non-dairy products made from nuts, seeds, plants, and algae no longer be confusingly labeled with dairy terms like milk, yogurt, and cheese. Members are encouraged to contact their representatives in Washington, D.C., in support of these actions.

Making a statement on the over-bagging of cows, the board adopted the following position, “Out of care and concern for our animals, we strongly discourage over-bagging of cows at shows. We suggest that judges discriminate against cows that appear over-bagged, displaying excessive edema, loss of definition in median suspensory ligament, and impaired mobility.”

Other board action

The board approved staff’s recommendation to discontinue publication of the undesirable genetic condition, Pink Tooth. Only 23 Holsteins have been recorded as Pink Tooth carriers, with the youngest one born in 1974. There is no genetic test available for this condition in Holsteins. By taking this action, genetic codes for the condition would remain on any coded animals’ records in the HAUSA herdbook. Beyond that, its respective genetic code would no longer appear in HAUSA publications, on the website, or on other official documentation where official genetic condition codes are listed.

Effective next year for the 2018 Fall National Holstein Shows, the Fall Yearling class will be removed and a Summer Calf class will be added as an optional class. The Fall shows include the Midwest Fall National Holstein Show and those held afterwards. For junior recognition, transfers must be received by August 1 for animals in the Summer Calf class only.

Upcoming meeting

The summer meeting of the HAUSA board of directors will be June 27-28, 2017, in Bellevue, Washington, in conjunction with the Association’s 132nd Annual Meeting and Convention.
Holstein: The Breed of Business

BY JOHN M. MEYER

You, as breeders of Registered Holstein® cattle, have a lot to be proud of. Thanks to your astute dairy cattle breeding and management practices, the Holstein breed continues to make marked improvements.

While the Holstein breed has long been the leader in the efficient production of milk, fat, and protein, our increases continue to outdistance others. When reviewing the 2016 TriStarSM lactation averages for milk, fat, and protein, we see evidence of your expertise.

As you can see, Holsteins now average 27,057 pounds of milk, 1,018 pounds of fat, and 821 pounds of protein on 401,127 Holstein cows enrolled in TriStar. These numbers reveal percentage increases of 1.4% in milk, 1.8% fat, and 1.4% protein over 2015. That’s impressive! More pounds of milk, fat, and protein means more money in your pocket.

These statistics make it clear why the market versatility of Holstein milk continues to pay dividends to Holstein breeders. While Holsteins have always been known for their superior milk production, we probably haven’t promoted our tremendous cheese yield advantages enough.

As a refresher, Cheese Merit Dollars (CM$) is similar to other selection indexes, such as TPI® and Net Merit (NMS). CM$ places more weight on traits valued in herds selling milk in a cheese market. These include more emphasis on protein and less on pounds of milk, and greater value for higher milk quality.

Those looking to maximize cheese yield have 504 Holstein bulls to choose from with Cheese Merit Dollar indexes of 777 CM$ or higher. By comparison, no other breed has any bulls with a Cheese Merit Dollar index of 777 CM$ or higher.

For those of you marketing your milk in a fluid market, no other breed can match the quantity and quality of milk produced by our beloved Holstein cow. As you know better than anyone, when you milk Holsteins, you have a tremendous amount of Holstein bulls to choose from that allow you to be the best in class in any dairy market you want to be in.

It’s not a mystery as to why Holsteins are by far the most popular breed in the world. Our cherished black and white cow produces more milk, fat, and protein, which in turn makes more cheese, which provides more profit to dairymen who milk Holsteins than other breeds.

The production increases you’ve achieved are outstanding. Holsteins continue to make more genetic improvement faster than any other breed. The very large Holstein population allows us to genetically move the breed toward optimal performance in diverse environments.

All of us in the Holstein business need to be zealous promoters of the wonderful black and white cow. Let’s all do our part at every opportunity to wave the Holstein breed flag!

— John M. Meyer

is Chief Executive Officer of Holstein Association USA, Inc.
Focus on Genetics

Using All the Tools in the Toolbox to Breed Your “Ideal Cow”

Holstein USA provides a wealth of information to help breeders make informed decisions.

More tools are available today than ever before to help dairymen breed their own version of a “perfect cow.” It may even seem overwhelming and difficult to know where to start. Holstein Association USA offers several products and services to help breeders achieve their goals, from simple tools, to more robust programs. No matter what your long-term breeding goals are, there are a few essential tools that every astute breeder should consider adding to their toolbox.

Investing in Quality Data

Genomic testing provides access to a wealth of information, and is especially valuable for young animals that have no phenotypic information of their own. The genomic prediction provides a more accurate evaluation of the animal’s transmitting ability, with reliability typically more than double that of traditional parent average predictions. From one DNA sample, genomic testing provides parentage verification, genetic evaluations for over 30 production, health and type traits, as well as results for several genetic conditions and unfavorable haplotypes. HAUSA has partnered with Zoetis to provide a powerful tool to help interpret your genomic predictions and put the information to work for you with Enlight® (www.enlightdairy.com), which provides a variety of reports and analytical tools. Access to Enlight is free as a benefit of genomic testing with one of the CLARIFIDE® genomic test products available from Holstein Association USA and Zoetis.

There are a few cases where genomic testing has obvious benefits – such as comparing full siblings and having the highest reliability evaluations available for animals you plan to flush. There are many other strategies being utilized by breeders across the country, helping them find a return on their investment in testing:

• For herds with extra replacement heifers – testing heifers in the group they are considering selling as a sorting tool to help ensure they are keeping the best group of females for their operation.
• For herds doing ET and IVF work, or looking to grow their herd internally – using genomic information to decide which females should be donor dams or bred to sexed semen, and which should be used as recipients or bred with conventional semen.
• Some herds implanting embryos are also looking at the genomic evaluations for fertility and calving traits of their recipients to be sure they are not putting valuable embryos in animals who are genetically predisposed to have difficult calvings or high rates of stillbirth.

Identifying Sires That Meet Your Goals

HAUSA’s Red Book Plus™ software is a powerful sire selection tool, designed to help breeders identify bulls that meet their own custom sorting criteria. Whether you are looking for bulls who sire moderate sized cows with high feed efficiency and superior udders, or looking for those with breed-leading type and desirable fertility, Red Book Plus is an excellent resource. Learn more about this program on the HAUSA website, under Software on the main menu, or you can view several videos about the program on the HAUSA YouTube channel. It may be downloaded from the website, and is included as part of Holstein COMPLETE®.

Addressing Inbreeding Concerns

Many breeders are concerned about the inbreeding levels of their herds, but with discipline and planning, there are tools available to help manage it. Here too, genomic testing can provide improved insight into the actual inbreeding values for your cattle. Even amongst full siblings, great variation can be seen in genomic inbreeding values compared to pedigree estimates.

Ex: Wide variation in actual inbreeding coefficients can vary even amongst full sibling groups.

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HAUSA provides a free Inbreeding Calculator than can be used to predict potential inbreeding values for the mating of one female and up to ten bulls. If both the female and sires are genomic tested, the calculator will provide estimates for both pedigree inbreeding and genomic inbreeding. Over 7,000 matings are run each month through the
Inbreeding Calculator, and it can be found by following the link on the HAUSA homepage.

Mating software is an excellent tool to help manage inbreeding on a herd-level basis. HAUSA offers the MultiMate software, which combines genetic data with linear classification scores (when available) to quickly provide corrective matings for several animals, while minimizing inbreeding and avoiding mating carriers of undesirable haplotypes impacting fertility and other genetic conditions. MultiMate is bundled with Red Book Plus, can be downloaded from the HAUSA website, and is included with Holstein COMPLETE.

**Traditional Tools Still Have Value**

For breeders who use linear type scores for mating, and there is no better system to obtain that information than the HAUSA type classification program. Our team of skilled, unbiased professionals travel from coast to coast evaluating over 200,000 Holstein cows each year, analyzing twenty different linear type traits.

When many Registered breeders talk about classification, they often discuss the usefulness of final score for building pedigrees and marketing animals. While those are certainly worth mentioning, even more importantly, these classification scores are the basis for genetic evaluations for type in this country. After each classification, breeders receive several reports that provide benchmarking and may identify areas for improvement. Linear scores can also be imported into mating software programs such as MultiMate.

**Staying Abreast of New Traits**

A phrase we use often around the HAUSA office is “constant, never-ending improvement,” and even for the breeder who is at the cutting edge of embracing technology, there is always something new coming along to help refine your program even further. New traits become available each year, and it’s important to familiarize yourself with them. Of special emphasis in recent years has been health and fertility traits, including Cow Livability, which was featured in the last issue of the Holstein Pulse.

Other organizations are developing their own novel predictions for several new traits with the goal of giving dairymen the information they need to breed healthier cattle. A little over a year ago, Zoetis released their dairy wellness traits, which provides genetic evaluations for mastitis, lameness, metritis, retained placenta, displaced abomasum and ketosis. Those six traits are available along with the rest of the information provided by a genomic test with their CLARIFIDE Plus® product, available through HAUSA and Enlight. Learn more about the dairy wellness traits at www.clarifideplus.com.

**Thinking About the Future**

Many of you reading this have probably heard that HAUSA is embarking on a multi-year project to re-write our IT database system, which will ultimately allow us to provide more efficient service and offer new products to members. As we start down this path, we’d love to hear your feedback – what new products or services would you like to see from the Genetic Services department in the future? Feel free to send me a note any time with your thoughts – Lworden@holstein.com.

— Lindsey Worden

is Executive Director of Holstein Genetic Services

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The Washington National Convention Planning committee is working hard making final preparations to welcome Registered Holstein enthusiasts to Bellevue, Wash., June 27-July 1! Following is a convention preview the Washington Holstein Association has put together, full of activities for attendees of all ages to enjoy.

**Tuesday, June 27**

Holstein Junior activities get underway on Tuesday evening with Dairy Jeopardy orientation and a Junior Welcome to kick off the Junior Convention. That evening, the Junior Advisory Committee will be hosting a genomic workshop.

**Wednesday, June 28**

The action starts on Wednesday morning with a full slate of Junior activities. Distinguished Junior Member (DJM) and National Holstein Women’s Scholarship Organization (NHWSO) interviews will be ongoing throughout the day, as well as Dairy Jeopardy and Prepared Public speaking contests. At night, Juniors will have the opportunity to test their dairy expertise by taking the Dairy Knowledge Exam. The evening will conclude with a dinner and dance 100 feet off the ground in the Seattle Space Needle.

A Pre-Convention tour, Southern Farm Tour, is also being offered for Convention attendees. As you head through Western Washington you will visit two well-known Washington breeders - Claquato Farms and Hol-Star Holsteins. After the tour, enjoy a feast of locally sourced oysters, drinks and dancing.
Thursday, June 29 - Host Day

Thursday provides Convention goers with opportunities to explore the city of Seattle with three great tour options available on Host Day. Tour one will spend the day in the San Juan Islands watching three resident pods of Orca whales. On this tour guests may also see harbor seals, sea lions and harbor porpoise, bald eagles and many types of sea birds.

Tour two will visit two prominent Registered Holstein herds - Sildahl Farms and Ronlee Farm. At the final stop, Markwell Raspberries will be housing some of the best cows in the state for the day, and will be showcasing their raspberry operation. Finally, tour three will allow an up-close and personal introduction to the wonders of the Emerald City on the Explore Seattle City Tour.

The day will finish with Family Night at the Museum of Flight, featuring over 175 aircraft and spacecraft, artifacts, rare photographs and much more.

Friday, June 30

The first day of Holstein Association USA’s Annual Meeting begins with reports from President Gordie Cook, CEO John M. Meyer and Treasurer Barbara Casna. This will be delegates’ first chance to hear from the many officer and director candidates as they speak during the Annual Meeting and at the regional caucuses in the afternoon.

Those not attending the Annual Business Meeting may embark on the Non-Delegate Wine Tasting Tour. Enjoy a taste of Washington’s finest wines in Woodinville Wine Country. This self-guided walking tour offers you the opportunity to explore some of the premium vintners, microbrewers, and chefs in the Pacific Northwest. The Dairy Bowl competition also runs all day and is an action-packed event you won’t want to miss.

The last event of the day is the National Convention Sale held at the Headquarters Hotel. Juniors who don’t want to take in the sale can participate in game night.

Saturday, July 1

The final Convention day has lots of exciting events. Juniors will be able to watch the ultimate test of dairy knowledge and quick buzzer fingers during the Dairy Bowl Finals. Following the naming of the champions will be the National Junior Forum, the Junior Associations’ annual meeting. Bringing Junior events to a close will be the Junior Awards Luncheon where results from all competitions are announced. Saturday evening, Juniors can enjoy a movie night in the hotel’s movie theater.

The Holstein Association USA Annual Business Meeting concludes on Saturday with officer and director elections and reports from several Association committees. On Saturday evening, during the banquet, announcement of recipients of the 2017 Distinguished Young Holstein Breeder, Elite Breeder and Distinguished Leadership awards will occur. Join us as we commemorate the week’s activities as well as congratulate the honorees.

We hope you will be able to join us in Bellevue for this year’s National Holstein Convention! Registration and ticket order forms are available online at www.holsteinusa.com and www.2017holstein.com, as well as the April issue of Holstein World magazine. Forms must be postmarked by June 1, 2017, and we encourage making hotel reservations as soon as possible.
Miss Hot Mama-Red-ET EX-92

1-11 2X 274d 33,520M 5.8%F 1,940F 3.5%P 1,162P

4th Senior 2-Year-Old-2016 Eastern Fall National Holstein Show

Bred by: Nathan Thomas, Michael Heath and Will Iager

Owned by: Smith-Crest Holsteins, Watertown, Wis.; Majestic View Genetics LLC, Sun Prairie, Wis.; Rhonda Shore, Sun Prairie, Wis.; Randy Connery, Sun Prairie, Wis. and Crailoo Dairy Farm LLC, Brownsville, Wis.
Holstein Association USA is pleased to honor Miss Hot Mama-Red-ET with the 2016 Star of the Breed award. This award recognizes a cow that is the total package – a Holstein cow that excels in both the showing and milking barn. In her first lactation, Hot Mama produced 33,520 pounds of milk, with 5.8 percent fat (1,940 pounds) and 3.5 percent protein (1,162 pounds) on a 274-day record.

To be eligible for the Star of the Breed award, a cow must place in the top five of the Breed award, a cow enrolled in the TriStarSM Holstein Show, be in a herd with 5.8 percent fat (1,940 pounds) and 3.5 percent protein (1,162 pounds) on a 274-day record.

Hot Mama has a strong show record, having been the second-place Fall Calf at both the 2014 International Red and White Show and the 2014 Midwest Spring National Red and White Show. In 2015, she was the first-place Milking Yearling in the International Red and White Show and second place in the Royal Winter Fair Holstein Milking Yearling class. Last fall, she placed fourth in the Senior Two-Year-Old class at the Eastern Fall National Holstein Show.

Matt Smith says, “Hot Mama is one of the easiest cows I have worked with. No matter where she goes, she does well. She travels easily, and adapts well to new environments. She blends great dairy strength with her flashy type; she truly has the will to milk.”

The partners are currently flushing Hot Mama and marketing embryos to Japan. They also plan to start her on an IVF program. Her offspring include daughters sired by KHW Elm-Park Acme-ET, GS Alliance O Kalif-Red-ET, and Mr D Apple Diamondback.

Smith-Crest Holsteins is owned in partnership between Matt and Travis Smith and their wives, Kate and Holly. They currently milk 125 cows and grow 550 acres of crops. Their most recent Breeder’s Choice classification totaled 15 Excellent cows and 23 Very Good animals.

The barn at Smith-Crest Holsteins is full of deep pedigreed, high type Registered Holsteins®. The Smiths do an outstanding job of combining excellent type and high production in the same package. Housing cattle for non-family members is an important part of Smith-Crest Holsteins.

Majestic View Genetics LLC is owned by Matt Lintvedt and Ron Abing. Their farm started in 2006 after purchasing a few embryos from the Sale of Stars during the Royal Winter Fair in Toronto, ON. They currently milk 1,100 cows.

Sisters Rhonda Shore and Randy Connery grew up on their well-known family dairy, Crescent Beauty Farm. The herd produced numerous All-American winners and exhibited the Grand Champion Holstein at the first World Dairy Expo show. Their herd dispersed in 1988. Matt Lintvedt is Rhonda’s son.

Crailo Dairy Farm LLC is owned by Rose Vander Zwan and her husband, Tom Byl. In 2000, they emigrated from the Netherlands to Brownsville, Wis. They milk 500 cows and farm 1,000 acres.

Rhonda speaks of the value of housing Hot Mama at Smith-Crest, “Communication is a key part of this partnership. It’s a combination of Matt and Travis’s hard work and their ability to keep us informed. Under their management, Hot Mama has done everything you can ask a cow to do and more.”

Hot Mama is owned in a partnership by Smith-Crest Holsteins, Watertown, Wis.; Majestic View Genetics LLC, Sun Prairie, Wis.; Rhonda Shore, Sun Prairie, Wis.; Randy Connery, Sun Prairie, Wis.; and Crailo Dairy Farm LLC, Brownsville, Wis. Matt and Travis Smith of Smith-Crest Holsteins house Hot Mama.

Hot Mama was a senior calf when she was acquired in Columbus, Ohio during The Best of Triple T & Heath sale in 2014. She was consigned and bred by Nathan Thomas, Michael Heath, and Will Iager.

Matt Lintvedt, Majestic View Genetics LLC, saw a Facebook post by Michael Heath featuring Hot Mama and thought, “what a pretty little red calf’ with a really great pedigree.” He called his partners to start the conversation about purchasing her which led to the trip to Ohio. It was her deep pedigree that attracted the partners to bid last on that little red calf.

Hot Mama completes nine generations of Excellent cows. Her dam, Starmark Ad Hotstuff-Red-ET, is an Excellent-94 2E daughter of KHW Kite Advent-Red-ET. Hotstuff has a five-year-old record over 33,000 pounds of milk.

Hot Mama was classified VG-88 (VVVEE) at two years and two months of age. In her second lactation, Hot Mama saw the classifier and was raised to Excellent-91 (VEVEE) and recently scored Excellent-92 (EEEE).

Rhonda Shore, Travis Smith, Matt Smith holds Miss Hot Mama-Red-ET and Matt Lintvedt.

“Hot Mama is one of the easiest cows I have worked with. She travels easily, and adapts well to new environments. She blends great dairy strength with her flashy type; she truly has the will to milk.”

- Matt Smith
Holstein Association USA is proud to present our 2017 Herds of Excellence award recipients. These thirteen herds have all achieved the rigorous criteria to qualify for this honor.

For the first time, since the award started nine years ago, the award is broken into three herd size divisions and is based on the number of cows included in production averages. The categories are as follows:

- Division 1: 500+ cows
- Division 2: 100-499 cows
- Division 3: 10-99 cows

Herds receiving the award must:

- Have classified within the last year and have an age adjusted classification score of 83 points or higher;
- Have at least 70 percent of the herd homebred;
- Be enrolled in the Association’s TriStarSM program

Additionally, qualifying herds must meet the following production criteria:

- 10 to 99 cows – 25 percent above breed average Mature Equivalent for milk, fat and protein
- 100 to 499 cows – 20 percent above breed average Mature Equivalent for milk, fat and protein
- 500+ cows – 15 percent above breed average Mature Equivalent for milk, fat and protein

CONGRATULATIONS TO THE FOLLOWING HERDS!

Bob Zwald grew up on his parent’s dairy farm and in 1967 he purchased his first Registered Holstein calf as a 4-H project. Most of the Bomaz herd traces back to that calf.

Bomaz, Inc. is a family operation consisting of Bob and his wife, Kay, their daughter Annette and her husband, Steve Schalla, and son Tom and his wife, Ashley. Their son, Nate, works off the farm but is still involved with their herd’s mating decisions.

The family milks 700 cows three times a day in a double-10 parallel parlor. They raise 800 head of replacement heifers, and all animals six months and older are housed in sand-bedded freestall barns. They raise their own forages on 2,300 acres. The Zwald’s goal is to be good dairy farmers who are stewards of both their cattle and land.

Their herd continues to make strong genetic and milk-production progress. Bob emphasizes, “Having a freestall setup, we look for sturdy cows with good feet and legs. Longevity is also important. We aren’t worried about cow families during our decisions. We breed our cows to good bulls and the families come on their own.”

Bob recognizes the added value of Registered Holsteins. They have developed a marketing program to help capitalize on their outstanding genetics. They have received the Progressive Genetics Herd award the past 26 years.

Two cows that have had a great impact on their herd are Dalse Bomaz-1551 EX-90 GMD DOM and Bomaz Valiant Daphne, VG-88 GMD DOM.

Two of the bulls bred by Bomaz, Inc. that have had a tremendous influence on the herd are Bomaz Skywalker-ET, +2952 GTPI, and Bomaz Altarobson-ET, +2733 GTPI. Skywalker traces back to Dalse Bomaz-1551 and topped the High Ranking Genomic Young Bulls list in April of this year.

Steve Schalla holding Abby, Annette Schalla holding Katelyn, Bob Zwald, Kay Zwald, Tom Zwald holding Hannah, Ashley Zwald holding Noah
Emerald Acres was started by Emerald and Luella Ossmann in 1946. Today, Emerald Acres is a partnership between Ossmann brothers, Paul, Don, and Theo, and their wives Debbie, Joyce, and Lana. Don’s son, Shannon, and his wife Cindy, along with Paul’s daughter, Sarah and son-in-law Darrel Cappelle, are also part of the operation.

Registered Holsteins first came to Emerald Acres in 1965 when Paul, at age 12, bought his first calf, Milkmaid Clover Monica-Twin. Since then, they have worked on developing solid pedigrees and cow families which have in turn improved the herd’s genetics and milk production.

They milk 520 cows twice daily on two different farms. They crop 1,300 acres of corn, hay and soybeans.

In 2006, Emerald Acres built a freestall barn with a herringbone parlor. The freestall barn holds 400 cows with the remaining cows housed in their tiestall barn.

The Ossmanns feed a diet of primarily forages, as they like cows with big frames and good capacity. Paul states, “When we select bulls, we like to see them at 2.5 points on type with at least 800 pounds of milk. We are looking for high deviations in milk and protein. We strive to develop high-producing, long-living cows, with good type.”

Ripvalley NA Bell Tammy-ET EX-94 2E GMD DOM is the backbone of the Emerald Acres herd, with 30 percent of the herd tracing back to her. She brought a strong pedigree, solid components and good type for multiple generations to Emerald Acres. Two members of her family, Emerald-Acr-SA T-Baxter and Curtmaid Emerald Target, were sold into A.I.

The Ossmann family’s dedication, perseverance, and hard work have had much to do with their continued success.

Siemers Holstein Farms Inc. is a team operation, comprised of siblings Dan, Paul and Sherry, and their families. Their farm was established in 1890 and registered cattle came to the farm in 1905. They have received the Progressive Genetics Herd award the past 25 years.

“Over the years there have been many reasons why we register our Holsteins. We felt it was important to know the type of cattle we were working with. Registered Holsteins have always been our passion,” says Dan.

The Siemers milk 2,400 cows, averaging over 37,000 pounds of milk. They grow their own haylage, corn silage, wheat and corn on the 5,000 acres they farm.

Aside from the main dairy, they have a small farm down the road which allows them to provide more individualized care for their show cattle and other select animals. This dairy provides an opportunity for the kids to work hands-on with the animals.

Gen-I-Beq Shottle Bombi EX-94 and Tri-Day Ashyln-ET EX-96 2E GMD DOM, are among their favorite cows. Each of these cows has provided the Siemers with over 100 offspring.

Another of their favorites is Cherry Crest Manoman Roz-ET EX-91. Roz was acquired as a calf during the World Classic Sale back in 2010. She has six Excellent and eighteen Very Good offspring. Dan notes it doesn’t matter which bull they use; her offspring have always exceeded expectations.

The Siemers family has bred high index cattle, show cattle, outstanding registered commercial cows and Red and White Holsteins. Their goal is to make every generation better than the last. The Siemers have over 1,000 Very Good and Excellent cows in the current herd.

The Siemers siblings look forward to having their children become the sixth generation on the farm as they graduate from college. Another joy of the Siemers’ is watching their employees grow and develop and seeing them enjoy what they do.
For Rick and Marleen Adams’ Sugar Creek Dairy LLC, exceptional production, quality genetics and calf care are the focus. Rick grew up on his parents’ diversified operation including, dairy, pigs and beef cattle. In 1997, Rick and Marleen partnered with a farmer who had Registered Holsteins and purchased an existing farm, which is now known as Sugar Creek Dairy LLC. Later they bought his half of the business.

The Adamses currently milk 630 Registered Holsteins in a double-12 herringbone parlor and raise 570 replacement heifers. They purchase all their forages from a neighbor.

At Sugar Creek Dairy LLC, high milk production starts in the calf barn. Three years ago, a new calf barn was built to provide more individualized care. Since then, they have observed an increase in first lactation milk production.

Rick and Marleen also believe that comfortable cows are those who will be the most productive. Rick says, “We want to provide our cows with lots of comfort. On our farm, reducing cow stress is the number one priority. After we built our on-farm hoof trimming barn, the cow stress was tremendously reduced.”

Ms. Sugar-C Alexandr Queen-ET EX-92 2E is “The Queen” of Sugar Creek Dairy LLC. Rick is most proud of her family for having nine out of eleven generations named Gold Medal Dams. After their March classification, the Queen has two Excellent Amighetti Numero Uno-ET daughters.

Queen creates flashy offspring with wide, deep frames, attributes Rick seeks. When he selects bulls, he is looking for powerful, open and deep cows that will produce extremely high levels of milk production.

Starting in the calf barn, the Adams’ consistency and attention to detail are two ways they create a Herd of Excellence. Rick also credits their employees for having a strong influence on the farm’s success.

Family farming and Registered Holsteins are long-standing traditions for Dan Koester. Growing up on his parents’ dairy farm, he established the K-Star prefix as he became interested in showing and merchandising his cattle.

Today, Koester Dairy Inc. is operated by Dan, his wife Amber, and their children Lance and his wife Cynthia, Kyle, Brent and Bria. The Koester family milks 300 cows three times a day in a double-12 parallel parlor and raise 400 replacement heifers.

The Koesters continually work on maintaining and improving cow comfort, nutrition and genetics for their herd. In January 2010, the dairy transitioned from a 55-cow tiestall barn to a sand-bedded freestall barn. This change resulted in increased efficiency of time and labor, and provided more cow comfort.

K-Star Supersire Limelite VG-85, just two years old, is having a major impact on the herd with ten offspring over 2700 GTPI. These offspring are sired by Mr. Mogul Delta 1427-ET, De-Su Ferdinand 12489-ET, Wa-Del Yoder Bandares-ET and Bacon-Hill Pety Modesty-ET. Three of her sons were sold to the A.I. industry. They have plans to use IVF on Limelite to increase her influence in the herd.

Koester Dairy Inc. combines attention to detail and aggressive decisions in their mating selections for positive outcomes. When choosing service sires, they select based on GTPI and Net Merit$ with increased emphasis on health traits such as DPR and SCC. To keep current with market demands, they use a variety of high genomic young bulls.

Koester Dairy Inc. has received the Progressive Genetics Herd award the past 25 years. Dan and Amber are pleased that their children have chosen to be a major part of the operation and look forward to the future.

Brent, Kyle, Bria, Lance and Cynthia Koester; sitting: Amber and Dan Koester
Mystic Valley Dairy LLC is operated by Mitch Breunig, his wife, Jacquie, and their children, Allison, Lauren and Brayden. Passion and dedication are two words that can be used to describe the Breunig family.

Mitch began farming with his parents on their grade Holstein farm. It wasn’t until the early 1980s that they began showing and decided to transition the herd to Registered Holsteins.

They milk 390 cows three times a day in a double-24 parallel parlor. In the past 10 years, they have sold over 900 cows as milking replacements.

A highlight of their breeding program was Jenny-Lou Mrshl Toystory-ET. This bull put Mystic Valley Holsteins LLC on the map after making his November 2005 debut. The farm had recently expanded and the release of Toystory helped guide the farm’s path to focus on producing high quality genetics.

Toystory’s dam, Jenny-Lou Patron Toyane VG-89 GMD DOM, has made her mark in the dairy’s genetic legacy; at its peak, 40 percent of the herd traced back to Toyane. She is a prime example of the cow Mitch breeds for — balanced, a good udder, legs that track well and has refinement of her bones to increase dairy strength.

Mitch places emphasis on production, milk components, especially protein, somatic cell count, and daughter pregnancy rate when selecting sires. Most of their genetic improvement is focused on their heifers, using many young genomic sires. They have been a Progressive Genetics Herd for the past 16 years.

Mitch describes his Herd of Excellence, “For us to be successful we work to have good cows, good facilities and good people working for us. These pieces need to fit together in order for our farm to run smoothly.”

Dan and Nancy Pagenkopf alongside their son, Craig, and his wife, Ela, own and operate Paradise-D Holsteins LLC. Their farm has been in the Pagenkopf family for 52 years. Dan and Nancy married in 1985 and purchased half of the farm from Dan’s parents. Creating an LLC allowed Craig and Ela to continue the Pagenkopf legacy.

They currently milk 140 Registered Holsteins twice daily in a 58-cow tiestall barn. Over the years, the Pagenkopfs acquired an additional 616 acres used for housing and crops.

Through their life mantra, “surround yourself with positive friends and family and always keep the faith,” the Pagenkopf family continues to grow a flourishing dairy operation. Dan’s father, Burdette, is involved with the operation as needed. Their other children, Scott and Andrea, own cattle and assist with farm activities.

Over 75 percent of the herd traces back to Plackes-Svf Luke Gail-ET EX-92 4E. They value the way she transmitted her longevity, strong genetics and high type while making sound cows.

“When making breeding decisions, we strive to make a cow with high milk components as well as strong type and health traits. The health of our herd and the cow’s longevity are our goals with every mating,” says Dan.


They have been selling Registered Holstein bulls and embryos both in the United States and internationally since 1995. Their goal is to continue breeding and developing strong cow families that interest both the local and worldwide dairyman. The Pagenkopfs have received the Progressive Genetics Herd award for the past 17 years.

front row: Nancy, Alan and Dan holding Phillip Pagenkopf; back row: Scott, Haylee, Craig, Ela and Andrea Pagenkopf; Jared Gruetzmacher
Bruce and Brenda Long started B-Long Holsteins in 1990. Their son, Bret, joined the operation after graduating from the two-year Farm and Industry Short Course program at University of Wisconsin–Madison.

Bruce feels the key to their herd’s achievements are three c’s. “On our farm, we strive for three c’s: good cows, comfort, and crops. You have to have good cows and a way to keep them comfortable while feeding quality feed.”

They milk 55 Registered Holsteins in a tiestall barn twice a day and raise 60 replacement heifers. Cow comfort is a top priority for the Longs, and they work to achieve this by giving cows ample access to pasture year-round. Bruce feels this helps with the herd’s soundness and longevity.

Over 80 percent of their current herd can be traced back to two calves Bruce purchased when he was 14 years old, Belleview L-H Mars Happy VG-82 GMD and Belleview Barrett Ibis VG-82.

The Longs breed for cows that will live long, produce high volumes of milk and transmit those qualities to their offspring. Over the years, they have developed 32 Gold Medal Dams and 10 Dams of Merit.

When choosing service sires to use on the farm, Bruce is looking to breed the complete package. His goal is to create a large, powerful cow with a big frame and plenty of strength, with good components.

The Long family enjoy exhibiting at a few shows each year. B-Long Holsteins also exports embryos and merchandise their cattle and bulls.
Robert and his parents, Wallace and Donna Behnke, own and operate Bur-Wall Holsteins. Bur-Wall Holsteins was built on hard work and precise management.

Starting as a grade herd, they purchased their first Registered Holstein when Wallace’s oldest son, Roger, started showing. Wallace wanted to improve the value and type of his herd and became intrigued with Registered Holsteins.

Today, the family milks 60 cows in a tiestall barn. Cow comfort and proper nutrition are areas on which the Behnke family concentrate. They take pride in growing high quality forages on their 265 acres.

Over the decades, they have bred and developed many outstanding cow families. Bur-Wall Buckeye Gigi EX-94 3E GMD, is one of the Behnke family’s favorites. She was the 2013 Star of the Breed and formerly held the national milk production record with her 365-day record of 74,560 pounds of milk, 2,126 pounds of protein, and 2,251 pounds of fat.

Bur-Wall Alexander Cytation EX-91 is a shining example of the kind of cow the Behnke family breeds for. In her second lactation, Cytation produced 47,080 pounds of milk, with 1,461 pounds of fat and 1,428 pounds of protein on a 305-day record. This record made her the first-place Senior 3-Year-Old for protein in the state of Wisconsin.

Overall, their herd consists of cows with functional feet and legs, strong udder attachments and wide front end strength that last for many years. Bob notes, “When we make mating decisions we look for productive offspring from solid cow families. Longevity is really important to us.”

Robert is quick to credit his parents for Bur-Wall Holsteins achievements. Marketing their cows, bulls and embryos is key to Bur-Wall Holsteins profitability, while combining conscientious management with attention to detail helps the Behnke family achieve their goals.

Robert J. Behnke • Brooklyn, WI
Two-Year Honoree • 79.7% Homebred
Milk: 34,590  Fat: 1,268  Protein: 1,084
Average Classification Score: 88.5

Tom Kestell has been working with Registered Holsteins his entire life, starting his own herd after he graduated from college. Tom, his wife Gin, and their son Chris formed an LLC in 2015.

The Kestell family is milking 86 Registered Holsteins in a tiestall barn, three times a day. They currently raise 100 bulls to sell to other breeders or place in the A.I. industry as well as 200 replacement heifers.

In their breeding program, Ever-Green-View Holsteins, LLC places an emphasis on breeding a cow that will have the ability to be an efficient milk producer and yield high components. They have been a Progressive Genetics Herd the past 25 years.

Tom estimates they sell 3,000 embryos a year in the international market to China, Russia, Turkey, Europe and Mexico. Staying informed about the desires of the world market and using genomic young sires allows them to be successful internationally.

Ever-Green-View Elsie-ET EX-92 2E GMD DOM has had a significant impact on the herd. Several notable animals trace back to Elsie, including a great-granddaughter, Ever-Green-View My Gold-ET, who is the current national milk production record holder at 77,480 pounds of milk in 365 days, and a granddaughter, Ever-Green-View My 1326-ET, a former milk production record holder.

The cow family boasts seven generations of 50,000 pound cows with Excellent udders. One of Elsie’s great-grandsons, Flevo Genetics Snowman-ET, was the number one TPI international bull in 2011.

Tom lives by the motto, “Never promise more than you can deliver and always deliver more than you promised.”

Donna, Wallace and Robert Behnke
Hilrose Holsteins is operated by Joe and Chris Brantmeier, and their sons, Andy and Jeff. Currently milking 92 cows in their tiestall barn, Hilrose has bred nine cows that produced over 300,000 pounds of milk while two cows have over 400,000 pounds of milk.

Hilrose Holsteins was originally home to Joe’s grandparents’ horse business. Hillard and Rose Brantmeier, Joe’s parents, later started the dairy. The Brantmeiers kept the farms history alive through the use of Hilrose as a prefix.

Hilrose Lee Princess EX-93 GMD DOM and Hilrose Advent Anna-Red-ET EX-94 are two of their favorite cows. Princess currently has ten Excellent daughters at Hilrose Holsteins which are sired by nine different bulls, speaking to her outstanding transmitting ability.

These two cows transmitted a high type and strong ability to milk to their offspring. A high point for Anna was when she placed second in the Aged Cow class during the 2015 International Red and White show.

The Brantmeiers are type-driven. Longevity is at the forefront of every decision. Jeff expresses, “Generally we focus on udder composite. Our belief is no matter what environment cattle are in, if they don’t have good udders, they won’t last.”

The Brantmeier’s farm is in the small town of Sherwood, where land is at a premium. Even so, they grow 1,200 acres of cash crops. The Brantmeiers also market 70 to 75 fresh two-year-olds each year.

The Brantmeiers are thankful their Herd of Excellence and cash crops provide diversification that allows the entire family to stay on the farm. Additionally, they are pleased to be raising the fourth generation of Brantmeiers on the farm.

Jeffrey-Way Holsteins, an 85-cow herd of Registered Holsteins, is operated by Jeff, Kate and their son, Brooks.

Jeff has been working with Registered Holsteins for over 30 years, having grown up on a dairy and working as a herdsman for Inwood Farm, Argyle, Wis. Jeff and Kate started farming on their own in 1986, then moved to their current location in 1991.

The Hendrickson’s sire choices have always focused on high type. Jeff notes, “We look for a cow with above average stature. As we watch all the traits, we pay close attention to TPI.”

They have bred a total of 143 cows with an Excellent classification score. Half of their herd’s udders are scored Excellent, a testament to the importance they place on udder traits.

Their most notable brood cow is Inwood Taffy Apollo. She was bought during Inwood Farm’s herd dispersal. Today, 95 percent of the Jeffrey-Way herd can be traced back to this cow. Apollo’s great-great-granddaughter, Jeffrey-Way Mascot Tina-ET EX-91 3E GMD DOM had 22 sons sold to AI companies and over 100 embryos sold.

They continue to develop their plans and adjust them as necessary while working hard to accomplish their goals. They see many positives to being involved with Registered Holsteins.

When asked about how Jeffrey-Way Holsteins have bred for a Herd of Excellence, Jeff states, “Start with good genetics and stick with good genetics.” The wide array of high quality Holstein genetics available helps them to accomplish their goals.
Do your animals have the proper identification?

Now is the time to check the back of your registration papers.

If your cow is registered with the Tag ID method, be sure she has two official Holstein ID Tags, one in each ear. Verify that the number printed on the tag, matches the number printed on the registration paper. If she has lost an ear tag, a replacement can be ordered from Holstein Association USA.

Ordering additional tags or replacement tags is simple. Contact customer service at 800.952.5200 and just supply the herd management number of the cow you are purchasing tags for. Be sure to put the replacement tag in the cow’s ear as soon as it is received. You can also go online at www.holsteintags.com to order tags.

2017 Board Elections

During the 132nd Holstein Association USA, Inc. Annual Meeting in Bellevue, Washington, elections will be held for president, vice president, Region 2, 3 and 7 directors, and one at-large director.

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. The Board Elections brochure can be found on our website, www.holsteinusa.com, Meeting and Conventions, 2017 National Holstein Convention.

For more information contact Nominating Committee staff liaison Jodi Hoynoski 800.952.5200 ext. 4261 or jhoynoski@holstein.com.

The following individuals are board of directors candidates:

**President**
Boyd Schaufelberger
Greenville, Ill.

**Vice President**
John Bierbaum
Mantorville, Minn.

**Region 2 Director**
Jim Burdette
Mercersburg, Pa.

**Region 3 Director**
Steve Moff
Columbiana, Ohio

**Region 7 Director**
Dwight Rokey
Sabetha, Kan.

**At-Large Director**
Dale Drendel
Hampshire, Ill.

**Region 3 Director**
Jerry Smith
Davis, Ill.

**Region 7 Director**
Larry Wright
Verona, Mo.
New Edition of "Showring Ready" Workbook

The newest edition of “Showring Ready” is available for a free download on the Holstein Foundation’s website. In addition, a print copy may also be purchased for $5, including shipping. There is a minimum order of five workbooks. Readers will find the new PDCA Showmanship Guidelines as well as an updated PDCA Evaluation Scorecard for judges. This resource serves as a guide for youth, parents and dairy project leaders exhibiting at dairy cattle shows, and those who are interested in honing their showmanship skills.

The Holstein Foundation provides a series of free, educational workbooks available to download online. “Showring Ready” and “Dairy Judging” are the most popular topics, but resources are also provided on topics ranging from dairy nutrition and reproduction to genetics and can be downloaded at www.holsteinfoundation.org/education/workbooks.

Member Notice

On April 1, 2017, the Holstein Association, USA, Inc. Board of Directors affirmed the decision of its Executive Committee to revoke the membership of Jeffrey Jet Butler, of Chebanse and Springfield, Illinois, in Holstein Association, USA, Inc. and to deny him all privileges of doing business with Holstein Association, USA, Inc. for a period of five (5) years from February 16, 2017. The decision of the Executive Committee was dated January 16, 2017.

The decision was made following notice and a hearing and an opportunity to be heard and also an appeal thereof, all pursuant to the Rules to Preserve Integrity and for Hearings and Appeals (the “Rules”) of Holstein Association, USA, Inc. The decision was made due to violations of the Bylaws and the Rules of Holstein Association, USA, Inc.
Congratulations to our 2017 DJM SEMIFINALISTS AND YDJM FINALISTS!

**DJM SEMIFINALISTS**

Katelyn Allen  
Maryland

Douglas Boop  
Pennsylvania

Kristen Broege  
Wisconsin

Andy Dougherty  
Iowa

Emily Irwin  
Illinois

Carley Krull  
Wisconsin

Laura Lesher  
Pennsylvania

Tony Lopes  
California

Austin Schmitt  
Minnesota

Jill Seiler  
Kansas

Brooke Trustem  
Wisconsin

Hannah Van Dyk  
California

Say hello to our Distinguished Junior Member (DJM) semifinalists and Young Distinguished Junior Member (YDJM) finalists. These are the highest honors that a Junior Holstein Association member can receive, recognizing outstanding youth and their involvement with the Holstein breed.

The twelve DJM semifinalists will interview at the National Holstein Convention, June 27-July 1, in Bellevue, Washington. Six finalists will receive annual renewed memberships to Holstein Association USA.

**YDJM FINALISTS**

Jill Allen  
Maryland

Ryan Allen  
Maryland

Regan Demmer  
Iowa

Payton Erbsen  
Illinois

Hayley Fernandes  
California

Brooke Kline  
Pennsylvania

Laura Littrell  
New York

Isaac Nelson  
Minnesota

All Junior Holstein members between the ages of 17 and 21 are eligible to apply for DJM recognition. For more information about DJM, YDJM or other Holstein youth programs, go to www.holsteinusa.com/juniors.
As many of you, I enjoyed playing many sports through my youth, and was fortunate enough to continue this on through my college days. Nowadays, aside from the occasional pick-up basketball game or nice jog, much of my enjoyment of sports comes from rooting on my team. And, like for so many of us, “March Madness,” also known as the NCAA College Basketball Championships, is an exciting time for me and my family.

For full disclosure, this year was a bit more special for us, as our youngest son is enrolled as a Freshman at the University of Oregon. So, along with our son (and a fair bit of our bank account), our loyalties shifted to the Oregon Ducks, which had a nice run through the tournament, making it to the Final Four before losing a tough game to the eventual champion, North Carolina. But this is not so much about the score, as it is the team, and something that truly stuck with me as we followed this team throughout the season.

As with many teams, the Ducks had a team slogan that acted as their ‘rallying cry’ throughout the year. It was simple, and it hit home – for the team, the University and, more pointedly, to me in my business and personal life…

“Sometimes me, Sometimes you… ALW AYS US.” Now, I’m not sure where this found its’ genesis - with the coach, a player, or perhaps some savvy marketer at Nike… but that really doesn’t matter, as it simply resonated for me. The team, on a championship run, faced a lot of challenges, a lot of adversity. Players went down with injury, others stepped up. One game’s star was the next game’s supporter – and, from a pure team perspective, sometimes it is up to me, sometimes it’s up to you, but, to be successful, it’s always, always about us.

Stepping away from the competitive field of collegiate athletics, it struck me how well this simple phrase translated to our day-to-day lives – be it our families, the dairy, our businesses, our Association. In each of these areas, there are clear times when the focus shifts from me to you – based on needs, passions, desires – but the success of the family, dairy, business or Association comes down to our ability to manage those shifts in focus and priority and to remember the most important part of the equation – always us. It’s the epitome of a partnership, being part of a successful team – that wonderful ebb and flow of focusing and resolving each other’s issues, helping each other rise to the challenges, while never losing focus on why we are doing this – focusing on us. In the end, it matters little as to who takes the winning shot, it’s the journey that we commit to take together, fighting for each other as partners, as teammates. It’s about respecting personal goals and helping teammates strive to achieve, and in that, we all succeed. Sometimes me, Sometimes you… ALW AYS US.

I have spoken a lot about this in my career, as have many of my mentors over the years – that, from a business perspective, we cherish and celebrate the teams we are blessed to be a part of. The work you do on the dairy, the work done by your team in Brattleboro, and work done by our team at Allflex – all remind us that we need to remember the importance of each member of our team, to engage and make sure each person is getting what they need out of the engagement with the team, and, ultimately, to strive together, achieve together, win together. By your commitment to the Holstein Association, you show that you understand this better than most – that it truly is ALW AYS US.

— Glenn Fischer is President of Allflex USA, Inc.
With over 60 years in the animal identification business, we’ve been involved in some of the most important technology advances in our industry. From laser-ink marking, to electronic ID, to tissue collection, to our venture with SCR animal health monitoring.

We provide the tools, to manage cows in more ways than ever before.

For more Information:
SCR: 608.237.3170 • www.scrdairy.com
Allflex: 800.989.8247 • www.allflexusa.com

World Leader in Animal Intelligence, for Life™
**Holstein COMPLETE®**

**Convenience**

COMPLETE is a program that bundles several popular products and services for one flat fee, allowing you the convenience of knowing what you will spend for the year on Holstein products and services. Enrollment is offered on an annual basis and monthly payment plans are available.

**Included in Holstein COMPLETE® are:**
- One National membership
- Registration of heifers less than three months of age*
- Internet Pedigrees* (Three generation)
- TriStar℠ Premier*
- Choice of Sire Summaries™ or Red Book Plus/MultiMate™ software
- One area classification (in your COMPLETE enrollment year with the Classic, Standard or Limited option)*

*Up to the number of milking females enrolled in the program.

**Savings**

When comparing costs side by side, there is a savings of $2,150 by enrolling in Holstein COMPLETE®.

<table>
<thead>
<tr>
<th>Holstein COMPLETE fees for 200-cow herd</th>
<th>Female Registrations</th>
<th>Internet Pedigrees</th>
<th>TriStar℠ Premier (estimate)</th>
<th>Classification (Standard option)</th>
<th>Sire Summaries Subscription</th>
<th>Annual Membership</th>
<th>Total Value of Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Herd Fee</td>
<td>100 @ $10/heifer</td>
<td>200 @ $5/pedigree</td>
<td>$30 fee + $3/cow/year</td>
<td>$55 fee + $9/cow classified</td>
<td>$75.00</td>
<td>$40.00</td>
<td>$4,600.00</td>
</tr>
<tr>
<td>Cows 1-50</td>
<td>$15.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Cows 51-200</td>
<td>$10.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Total Annual Cost</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$2,450.00</td>
</tr>
<tr>
<td>If paid in full with 3% discount</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$2,376.50</td>
</tr>
<tr>
<td>OR Monthly Payments**</td>
<td>$612.50 down and</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>$204.17/month</td>
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<td></td>
</tr>
</tbody>
</table>

**Cost/Animal Total Cost**

- Herd Fee $100.00
- Cows 1-50 $15.50 $775.00
- Cows 51-200 $10.50 $1575.00
- Total Annual Cost $2,450.00
- If paid in full with 3% discount $2,376.50
- OR Monthly Payments** $612.50 down and $204.17/month

**Additional benefits**

- Registration fees reduced to $6 for heifers 3-5 months and $14 for heifers 6-11 months
- Bulls less than 3 months reduced to $6
- $25 price cap on registration fees for females over 12 months
- $2 pedigrees at time of registration
- AgriTech Analytics DHI records processing fees will be discounted by $0.02/cow/test day*
- 5% discount on genomic tests ordered through Holstein USA during the herd’s enrollment year

*Savings will be applied at the end of your COMPLETE enrollment year as a credit to your Holstein account.