



HOLSTEIN ASSOCIATION USA, INC.

# BOARD ELECTIONS

**2015 ANNUAL MEETING  
JUNE 25-26**

PHEASANT RUN RESORT  
St. Charles, Illinois

**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 2015 Holstein Association USA, Inc. Annual Meeting for president, vice president, Region 5, 8, and 9 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>	Gordie Cook, Hadley, Mass.	413.447.1461
<b>Vice President</b>	Boyd Schaufelberger, Greenville, Ill. Bill Wright, McCornick, Utah	618.664.2576 801.404.7066
<b>Region 5 Director</b>	R. Paul Buhr, Viroqua, Wis.	608.606.3480
<b>Region 8 Director</b>	John Andersen, Jerome, Idaho Dan Berry, Snohomish, Wash.	208.221.0904 425.327.6639
<b>Region 9 Director</b>	Patrick Maddox, Riverdale, Calif.	559.960.5469
<b>At-Large Director</b>	Barry England, Williamsburg, Pa. John Marshman, Oxford, N.Y. Bruce Tenclave, Little Rock, Ark.	814.832.3661 607.843.5881 501.519.3856

## Candidate for President



Hadley, Mass.  
413.447.1461

**Gordon M. Cook Jr.** of Hadley, Massachusetts, farms on his family's five-generation dairy, where he has 120 head of Registered Holsteins®. He milks about 60 cows in a flat barn with a pipeline system. The cows are housed in a freestall barn with some pasture access. The family started an ice cream store on the farm in 1998.

The herd averages 24,000 lbs. of milk, 4.0 fat, and 3.1 protein. It has a BAA of 112.80. Cook Farm uses Easy ID™, Tristar™, Enlight™, classifies, and is on Holstein COMPLETE®.

Cook Farm has won the Holstein Progressive Breeders Registry Award for 27 years and the Holstein Progressive Genetics Herd Award for 22 years.

Gordie is the vice president of the HAUSA board of directors. He served two terms as an at-large director. He is a member of the New England Holstein Club, from which he received the New England Master Breeder Award.

Cook Farm was Premier Breeder for 30 consecutive years at the Massachusetts Holstein Show.

He earned a bachelor's degree in animal and veterinary science at the University of Massachusetts. He and his wife, Beth, have four children.

**Question: What do you believe is Holstein Association USA's greatest strength and how would you recommend we use that to increase membership activity?**

**Answer:** The greatest strength of our Association is its ability to provide services to its main asset, our membership, whose diversity, whether by breeding philosophy, herd size, geographic location, or a combination of all three, are able to be profitable with the Great Holstein Cow.

Our association has the way to attract new members. Our ID programs, record processing service, ATA, are available to all at great value. Genomic testing through Enlight and lastly our youth and young leader programs continue to maintain interest in our association and our industry.

**Question: What do you believe is Holstein Association USA's greatest strength and how would you recommend we use that to increase membership activity?**

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

## Candidates for Vice President



Greenville, Ill.  
618.664.2576

**Boyd Schaufelberger** of Greenville, Illinois, has been the owner/operator of Schaufine Farms for forty years. The farm has 135 milking head and 175 head of youngstock.

The herd is 100 percent Registered Holsteins, and is on Holstein COMPLETE. At its latest classification, it had 18 Excellent, 54 Very Good, 42 Good Plus, and

seven Good animals, for an actual average of 84.2. Its recent rolling herd average is 25,510 pounds of milk, pounds of 914 fat and 774 pounds of protein. The dairy has received the Progressive Breeders Registry award six times.

Boyd has been a member of Holstein Association USA, Illinois Holstein Association, and the Gateway Holstein Club for 37 years. He served on the HAUSA board for six years and was a member of the Legislative Affairs, Genetic Advancement, and Audit committees. He has received the Outstanding Young Breeder and Senior Breeder Awards as well as the State Show Dedication for Illinois in 2014.

Boyd and his wife, Sandy, have two daughters.

**Answer:** I believe the greatest strength of the Holstein Association is its membership. The collective knowledge, business experience, and passion for the breed is a great resource for the Association. In working with our members, I have found that they have a sincere desire to see the Holstein Association thrive and prosper.

There are two ways that I believe we can utilize our member resource to increase membership activity. First, we need to find new ways to get input from our members. As an Association, we use member involvement on committees such as Junior, Type, and GAC. If we can find other, creative ways to solicit their ideas and suggestions, we may be able to develop new ways to increase member activities and recruit new members. Second, if we can empower and energize

our members to be active promoters of the Holstein Association in the field, our influence in the industry would grow. Our members are on the frontline every day. They know their neighbors and the issues facing them. I believe HAUSA has something to offer every dairyman. We need the help of all of our membership to keep our organization strong.



McCornick, Utah  
801.404.7066

**Bill Wright** of McCornick, Utah, has owned and operated his family dairy farm for more than 40 years. The B-Bar Dairy was established in 1970, and in 2004, the dairy was relocated and became Doubletree Dairy Farm. Bill's son is a partner in the operation, which milks 500 cows; half of the herd is registered.

Bill has served on the Holstein USA board of directors for six years as the Region 8 director. He is a member of the Executive Committee and chair of the Type Advisory Committee, and also served on the Genetic Advancement, Legislative Affairs, and Show committees.

Bill has been involved in the Registered Holstein industry for more than four decades, serving in many leadership positions at the local and state levels. He has shown at local, state, and national shows, and has developed All-American cattle.

Bill has been involved in his community and church, serving and teaching in multiple ecclesiastical positions. He served in the Utah Legislature for 19 years, in both the House of Representatives and the State Senate.

Bill and his wife, Kathy, have 10 children and 29 grandchildren.

**Answer:** Each year Holstein Association compiles facts and figures on registration, transfers, and numerous other activities that we facilitate. They have become a shining star on what HAUSA has accomplished. The implementation of exciting, forward-thinking

programs and tools that can be valuable instruments for dairymen. These ideas have helped Holstein maintain a position of leadership in the dairy community. All these tools are helpful reminders of the value of HAUSA membership. The real measure of our strength is the individual members who contribute endlessly to families, farms, and community organizations that make up the fiber of this association and country. Membership and the emphasis on youth that encourage activities and preparation for future challenges is unquestionably the most valued contribution that HAUSA makes. The opportunity to provide a forum to exchange ideas and activities that challenge us to become better dairymen. We increase membership activity by providing information and tools for dairy farms to improve identification and genetics that add value in dairying. At one time HAUSA may have been more directed towards a certain interest in dairying; however things have changed. HAUSA has something to benefit every dairyman throughout the world. With the example and input of our members, HAUSA is poised to have a bright future in the industry.

## Candidate for Region 5



Viroqua, Wis.  
608.606.3480

**R. Paul Buhr** of Viroqua, Wisconsin, took over his family's dairy farm, Rabur Holsteins, in 1989. The farm has 75 cows and 100 heifers, cropping 290 acres. The rolling herd average is 26,000 pounds, 1000 pounds of fat, 800 pounds protein. Paul says Registered Holsteins have always been a part of his business plan and have been a "terrific value-added product."

Paul has been a member of national, state, and local Holstein Associations for 40 years, and a member of the Holstein Association USA board of directors since 2012. In 2012, he was recognized as a Wisconsin Master Agriculturist and as Wisconsin Distinguished Dairy Breeder.

Paul earned a bachelor's degree in animal science from the University of Wisconsin-Platteville. He and his wife, Darlene, have three children.

**Answer:** Holstein USA's greatest asset is information. We must use this information to improve the breed and the profitability of the herds of all dairymen. If we effectively communicate this mission, all dairymen will want to be a part of our organization.

## Candidates for Region 8



Jerome, Idaho  
208.221.0904

**John Andersen** of Jerome, Idaho, has been manager of dairy operations at Double A Dairy in Jerome, Idaho, since 2005. Double A Dairy milks 14,000 cows and registers cattle under the prefix of Aardema. Approximately 20 percent of the herd is registered. The dairy uses Easy ID, Holstein COMPLETE, Basic ID, and classification. John is also the owner of Triple Crown Genetics, which registers under the prefix Triplecrown.

John has long been involved with the Holstein Association. He has served on the Idaho State Holstein board for nine years and is currently its vice president. He also serves on the Genetic Advancement Committee for Holstein Association USA. In 2004, he received Idaho's Young Breeder Award and was named Premier Breeder and Exhibitor at the 2013 All-Intermountain Show.

Prior to his present employment, John was a managing partner in Seagull Bay Dairy, the family dairy in American Falls, Idaho, on which he was raised. He earned a bachelor's degree in animal science, with a minor in business, from Brigham Young University. John and his wife, Caroline, have four children.

**Answer:** I believe that the greatest strength of the Holstein Association is the information that it has to offer breeders and dairy producers. I feel that as dairy producers who are not currently active members of the Association are informed of what Holstein has to offer them to help make them more efficient and profitable, we will see our membership activity increase.

The importance of good genetics is becoming more widely accepted as a whole in the dairy industry over the past several years and the introduction of genomics has only accelerated this. Holstein can offer these producers the information to help them make better decisions on their operations. Programs like Easy ID, Basic ID, and Enlight will ultimately lead to more cattle being registered in this country. Holstein needs to continue to develop and provide practical, user friendly, cost effective programs to producers.

I feel that it is crucial that Holstein continues to support research to identify new traits that affect the efficiency and profitability of the Holstein cow. The progress that has been made over the past 15 years has been crucial in ensuring the viability of the Holstein in the world dairy market now and in the future, but we must continue to make improvements.

## Candidates for Region 8 (continued)



Snohomish, Wash.  
425.327.6639

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

Association USA for nine years.

Dan earned a bachelor's degree in animal science from Michigan State University and attended custom farm service management school.

**Answer:** The greatest strength of Holstein Association USA is its people. From management, office staff, field and classification staff, and membership we have a wealth of leadership, integrity, experience, and working knowledge of the Holstein breed and the dairy industry.

To accomplish this goal to increase membership activity we must start at the grass roots level. Active local clubs and state associations are the key to making this happen. Membership in any organization has to have a benefit. In the Northwest, commercial dairies make up the majority of the dairy industry. They share many of the same goals as traditional members. They want to breed more profitable cows and have more profitable operations.

At the local level, invite potential members to informal luncheon meetings, barn meetings, tours, etc. Demonstrate how our programs and services may benefit them and ask what other services they would like to see.

The key to making this work is to follow up and demonstrate that we want to invite them into the Holstein Association USA.

The only thing constant in the dairy industry is change. As a breed association we must adapt with new ideas and goals.

## Candidate for Region 9



Riverdale, Calif.  
559.960.5469

**Patrick Maddox** of Riverdale, California, manages Ruann Dairy LLC as part of the Maddox Dairy partnership. The dairy has 1,150 milking head, all Registered Holsteins, with a full-time embryo transfer program and an emphasis on bull sales for natural service, domestic, and foreign sales of semen and embryos. Pat also assists the 3,500-milk-cow Maddox Dairy with matings and donor selection.

Ruann Dairy is on COMPLETE, classifies using the Limited option, and registers with the EASY program and with Tag ID. They genomic test more than 3,000 animals per year and manage the information with Enlight.

Pat has been a member of HAUSA since 1979, and a member of the board of directors since 2012. He served on the California Holstein Association board from 1996 to 2009, and is currently treasurer of the Fresno Madera Holstein Club. He was named Premier Breeder and Exhibitor in the California State Show in 2010 and 2011.

Pat was a representative to the Council on Dairy Cattle Breeding, and is a former president of the California DHIA board. He has a bachelor's degree in dairy science from Cal Poly University-San Luis Obispo.

He and his wife, Mary, have three daughters.

**Answer:** I strongly believe that Holstein USA's greatest strength is the quality of its members. They are not only leaders in the dairy industry, but also in the entire agricultural industry as well as in their communities. You can also see that quality throughout the Junior program with the success and achievements of Holstein youth in their lives and careers.

However, Holstein USA's strongest asset that will drive membership is our core business of identification. Many dairymen are now striving to increase their profitability by improving their genetics through genomics and sire selection. To accomplish this they need the identification and tag systems that Holstein USA is most efficient at. To achieve the genetic progress for milk production, health and fertility, dairymen are realizing the importance of identification, record keeping and correct parentage. What has been standard operating procedure at older member herds are now receiving increased emphasis at many commercial dairies that are looking to improve production and efficiency. Holstein USA's professionalism and experience will draw many to the association for those services.

## Candidates for At-Large Director



Williamsburg, Pa.  
814.832.3661

**Barry England** of Williamsburg, Pennsylvania, is associated with Penn England Farms LLC, in which his entire family is involved. The dairy has a herd of 2,100 milking head milked at three locations, and about 1,900 head of youngstock. Barry owns some cattle that are managed within the LLC herd as well as a farm that is leased to the LLC. Between 90 and 95 percent of the cattle are either

registered or identified with HAUSA. Penn England has been awarded the Progressive Genetics Herd Award for 21 years. The dairy is on Holstein COMPLETE and uses Enlight; it classifies three times a year.

Barry served on the Nominating Committee for HAUSA for three years and is a member of the Genetic Advancement Committee. He has been active in the Pennsylvania Holstein Association (PHA) for many years.

Barry earned a bachelor's degree in animal science and a veterinary medical degree from the University of Pennsylvania Veterinary School. He and his wife, Diane, have a private veterinary practice with a special emphasis on dairy cattle embryo transfer and reproduction.

Barry and Diane have three children.

**Answer:** I believe the HAUSA's greatest strength is the diversity of its membership. There are around 30,000 total members of the HAUSA. This figure includes total active adult members, adult members, and total junior members. These individual members represent a very diverse background of business management styles, experiences, and dairying styles. With being blessed by such a different group of members, maybe HAUSA should develop a questionnaire or list of survey questions to canvass members and find out what services and programs they desire from HAUSA. This possible action by HAUSA may stimulate members to believe they are playing a more active role in the present and in the future management and directions of program offered by HAUSA.

I believe that HAUSA's association with Zoetis will help increase not only membership in HAUSA but also will increase the total number of cattle identified by HAUSA. Zoetis has a very aggressive marketing style and has numerous representatives that are in contact with a lot of dairy herds.

There were a total of 621,744 total cattle identified through HAUSA in 2014. Of this total, 248,688 were identified through the Basic ID program.

This represented an increase of 29,183 or thirteen percent increase in Basic ID total over 2013. This Basic ID total should only increase over time as more dairymen choose to genomic test their cattle. These dairymen should represent a large part of the US dairy population. This should increase the need for more services that will be required by those individual dairymen and hopefully increase the desire for these individuals to become members of HAUSA.

In 1970, there were around 600,000 dairies in the USA. In 2014 there were around 44,000 dairies in the USA. Regrettably, this number will undoubtedly only decrease in the future. HAUSA will have to remain and offer programs that are relevant and cost effective to USA dairyman.

As members of HAUSA, we all have a stake in the future of our organization. Do not be afraid to offer suggestions and to offer critiques on how to make services offered by HAUSA more relevant to all dairymen and not just a select few. By offering more services and programs that are relevant to a more diverse group of dairymen, HAUSA should be able to increase its influence and its value to the US dairy farmers. Services and programs offered by HAUSA should be economical in cost and should be geared to help dairymen increase the value of their Holstein dairy cattle. This increase in the value of their Holsteins will lead to greater profitability and in the scheme of business, we all need to make a profit.



Oxford, N.Y.  
607.843.5881

**John Marshman** of Oxford, New York, has been an owner/member of the sixth-generation Marshman Farms, LLC, since 1987. John is responsible for the dairy operation and overall financial management of the farm, which has 425 milking cows and 400 replacements, and a rolling herd average of 26,000 pounds. The cattle are bred under the Tiger Lily Holsteins prefix.

The farm is enrolled in Holstein COMPLETE and classifies on a seven-month interval. All calves are registered through the EASY program, and pedigrees are purchased through the online pedigree system. The farm manages its genomics with Enlight.

John has a bachelor's degree in animal science from Cornell University and is a 2001 graduate of the Cornell University Dairy Executive Program.

John has been involved in many Holstein activities over the years and is chair of the New York Holstein Association Finance Committee and of the 2016 National Holstein Convention Tours Committee.

## Candidates for At-Large Director (continued)

He was a Distinguished Young Junior Member finalist for Holstein Association USA and the New York Holstein Association, and has held various leadership positions with the Chenango County Holstein Club.

John and his wife, Sheila, have a daughter.

**Answer:** Holstein USA's greatest strength is its ability and commitment to efficiently and correctly identify animals. Only a small percentage of the Holstein population in the United States is currently identified through Holstein USA. Properly identified Holstein cattle aid producers in making profitable herd health decisions. As an organization, we must work to increase our membership by bringing more animals and/or dairy producers to Holstein USA through animal identification.

Industry partnerships will lead to future memberships. We must work to create more industry partnerships that will benefit producers, industry, and Holstein USA. The Enlight program from Zoetis is one example of a successful venture. The potential management information gleaned from such partnerships is beneficial to dairy producers of all sizes as well as the dairy industry as a whole.

Holstein USA's continued advances in technology will also aid in increasing membership and membership activity. Advances of technology will allow for a more seamless transfer of data from herd management software into the database of Holstein USA. Optimistically, there will come a time when a calf is 'born' into the on-farm herd software program and will 'automatically' be registered into the Holstein USA system. Technological advances will allow the dairy industry to better utilize information and data for improved decision making.

The agricultural industry is embarking on unprecedented times of consumer interest, genetic sequencing, and individual cow trait management. We must continue to serve as the industry leader of animal identification. Through Holstein USA's continued efforts in animal identification, membership will grow and the entire industry will benefit.



Little Rock, Ark.  
501.519.3856

**Bruce Tencleve** of Little Rock, Arkansas, is the assistant director for commodity activities and regulatory affairs with the poultry, dairy, and specialty crops divisions of the Arkansas Farm Bureau. His dairy operation has 25 head of Registered Holsteins, with a herd average of over 29,000 pounds. The milking herd, housed in Oklahoma with Mason Dairy Farm, has six Excellent cows, of which three are 94 points and four are Very Good. The heifers are housed in Arkansas.

The farm is on Holstein COMPLETE for identification of all the Tencleve Farm Holsteins.

Bruce is president of the Arkansas Holstein Association. He has judged various county, regional, and state fairs in Arkansas, Oklahoma, Texas, Missouri, and Arizona. He received the John Cooper Award for volunteerism and promotion of the Southern National Show, for which he served on the Ethics Committee, and was a judge for Junior activities at the National Convention in Missouri. He is the dairy superintendent for the Arkansas State Fair and a member of the Arkansas Forage & Grassland Board.

**Answer:** There are many strengths and selling points when viewing the Holstein Association from the perspective of its members and its constituents. From a comprehensive and altruistic standpoint some of the greatest strengths and assets can be summarized in terms of its membership, research, and personnel.

There is a unified membership that supports the mission and goals of the Holstein Association both figuratively and financially. This support is intrinsic to fulfilling its ambitious research goals, which are universally recognized throughout the world. A prime example of this would be the cutting-edge genetic research that, while developed nationally, has international implications that find representatives from around the globe successfully utilizing and applying this data to enhance their herds.

Another example would be the identification system that is not only the industry leader but recognized and accepted worldwide.

An organization is only as strong as its makeup. Therefore, I must mention the dedicated personnel involved in the operations of the Holstein Association. The level of commitment is astonishing in its depth and level of caring. Therefore, I can only say that there is no pat answer to the question of what the Holstein Association's greatest asset is but rather a unity of purpose and people with a passion for a common goal of adding value to the Holstein Cow.