



HOLSTEIN ASSOCIATION USA, INC.

BOARD ELECTIONS

134TH ANNUAL MEETING

JUNE 26-27, 2019

RED LION HOTEL PAPER VALLEY
Appleton, Wisconsin

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 2019 Holstein Association USA, Inc. Annual Meeting for officers and directors in Regions 1, 4, 6 and one at-large director. Any unsuccessful regional director candidate may run for the one at-large position. For more information, visit www.holsteinusa.com or contact Nominating Committee staff liaison Jodi Hoynoski 800.952.5200 ext. 4261 or jhoynoski@holstein.com.

Get to Know Your Board Candidates

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| President | Corey Geiger, Mukwonago, Wis. | 920.650.0294 |
| Vice President | Roy Buessing, Axtell, Kan. Jonathan Lamb, Oakfield, N.Y. | 785.799.4514 585.704.2501 |
| Region 1 Director | Steven Keene, Canton, Maine | 207.577.3969 |
| Region 4 Director | Benjamin Newberry, Lizella, Ga. | 478.737.6897 |
| Region 6 Director | Spencer Hackett, Rice, Minn. Michael Schiller, Freeport, Minn. | 320.393.3056 320.290.7769 |
| At-Large Director | Peter Dueppengiesser, Fond du Lac, Wis. | 585.704.4725 |

ALL BOARD CANDIDATES HAVE BEEN ASKED TO REPLY TO THE QUESTIONS STATED BELOW. THEIR RESPONSES APPEAR AFTER THEIR BIOGRAPHY.

1. Are you currently dairying? If yes, describe your operation, including how many head you milk, what percent are Registered Holsteins® and which of the Association's programs are you currently using.
2. How does your background differentiate you from other candidates or current board members? In turn, how will that difference be beneficial to the board of directors?
3. How do you promote the value of Registered Holsteins and the Holstein Association USA to those who are uninvolved?

President Candidate



Mukwonago, Wis.
920.650.0294

As a member of the Holstein Association USA board of directors from 2010 to 2016, **Corey Geiger** of Mukwonago, Wis., served on the Executive, Audit, Legislative Affairs, Junior Advisory, and International Marketing Committees chairing both Audit and Legislative Affairs. From 2017 to 2019, Geiger has been vice president of the Holstein Association USA. Geiger, along with his wife Krista Knigge, are co-chairs for the 2019 National Holstein Convention. As a member of the Wisconsin Holstein board of directors, he was a seven-year executive committee member serving twice as president, twice as vice president, and three times as secretary.

Geiger co-edited World Dairy Expo's 50th Anniversary Book, "We Need A Show." He is superintendent for the Intercollegiate Dairy Cattle Judging Contest and the 18-year Secretary-Treasurer of the Klussendorf Association. He was president of National Dairy Shrine and a five-year executive committee member. Also, he co-chaired the fundraising committee to build the \$13.5 million Farm Wisconsin Discovery Center to entertain and educate consumers about agriculture.

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President Candidate (continued)

Geiger leads the *Hoard's Dairyman* editorial team with its English, Japanese, and Spanish editions. In 2018, he spearheaded the effort to launch the magazine's fourth language edition, *Hoard's Dairyman China*, which he is co-editor.

1. One become four. In this instance, one Registered Holstein herd has become four Registered Holstein herds. All four herds are on now Holstein COMPLETE. Those four herds include Dan and Kari Dvorachek, Josh Krahn and Amanda Smith, Jonathan Petersheim, and Knigge Farms. For 50 years, our family's Ran-Rose Dairy herd called either Brillion or Reedsville, Wis., home. Over the past 23 years, Dan, Josh, and Jonathan were herdsman on our farm during separate occasions. When each of them left, they took a group of Ran-Rose Registered Holstein cows and heifers as the major seedstock for their new farms. While my parents retired from dairy farming last year, I own a group of Ran-Rose cows housed at my in-laws, Charlie, Pete, and Theo Knigge. That herd enrolled in Holstein COMPLETE, classified for the first time, uses Holstein Tag ID, and became an early adapter of TriStar AMR.
2. Servant leadership, critical thinking, and bridge-building partnerships are skills I bring to the boardroom. My dedication, track record, and ability to lead are well documented — plus I am comfortable working with all generations. While a member of the Wisconsin Holstein Association board of directors, I brainstormed ideas to make state publications financially solvent. Realizing others had the same concerns; we held a meeting with five states to develop and launch Midwest Holsteins. Not only did it improve everyone's bottom-line; it provided more member services. On the national level as an Audit Committee member and chair, I was instrumental in leading discussion that reevaluated the Reserve Fund. That led the board to allocate funds to build a new information technology system and genetic research projects. Why is that important? We must prepare and build a brighter future, even in these difficult dairy times.
3. That example starts with a kind gesture and a personal connection. Having worked on our dairy, three of our herdsman gained a greater appreciation for Registered Holsteins. Wanting to become business owners, each of them purchased over half of our Holstein herd for their new farms. As a servant leader, I walked with them explaining Holstein Association USA programs and the positive attributes of the Registered Holsteins. On numerous occasions, I also helped new members with questions and personally reached out to Holstein field representatives to follow-up. A number of them went from buying their first Registered Holstein, to eventually enrolling in Holstein COMPLETE. Serving on the Western Dairy Management Conference planning committee, and other like-minded events, I have facilitated genetic panels. By opening minds, it has given a new perspective on the value of genetics. In turn, these farmers are more inclined to use Holstein Association services.

Vice President Candidates



Axtell, Kan.
785.799.4514

Roy Buessing, of Axtell, Kan., operates Buessing Dairy, in partnership with his brother, Roger. They milk 300 head under the Poor-Richs prefix, maintaining a rolling herd average of 23,700 pounds of milk. In 2013, the family was recognized as the Kansas Dairy Family of the Year.

Roy is the past Holstein Association USA Region 7 director, serving from 2011 to 2017. An active member of the Kansas

Holstein Association, he is a past president, vice president and board member. He has been a delegate to the National Holstein Convention several times and shows Registered Holsteins with his family. In 2014, Roy was honored at the Southern National Holstein Show with the John Cooper award.

Buessing is involved as a member of St. Michael's Catholic Church, serving on Parish Council and his local school council. He is a 30-year Knights of Columbus member. He is a volunteer fireman and EMT, as well as a coach for children's basketball and baseball teams. He enjoys woodworking, cooking great BBQ and attending his children's sporting events.

Roy is married to Patricia, and they have six children.

1. Buessing Dairy, which is home to POOR-RICHS Registered Holsteins is a partnership with my brother, Roger. Started by our father in 1970 it truly is a family operation. We currently milk 300 Registered Holsteins and row crop 2,100 acres with no outside labor. We are presently starting to incorporate the next generation into the operation. We are 100% registered utilizing as many programs as possible. We use COMPLETE, tags, classification and some genomic testing.
2. One aspect that differentiates our operation is a total hands on approach. From raising our crops to the daily care of the cow herd all results, good and not so good are results of decisions made daily. As HAUSA moves into the future, I see a constantly changing environment. To be a player in the industry we will need to be great partners and allies with other members of the industry. We must be ready and willing to adapt to challenges that present themselves all with knowing that ten years our biggest challenge we don't even know about yet.
3. I think it's important to be visible. When any dairy-related activates take place it's important to attend and be an active participant. Our identification and verification are the best in the world, we must continue to promote what we have, and the best way is word of mouth. It is a collective effort from our staff, fieldman, classifiers, board members and all of us producers. Our registered cow is the best in the world. Because of her we have the best AI companies, nutritionists and staff, and are respected worldwide. When other countries want the best

genetics, they come to us. We must never lose sight of what we have and always be on the lookout for challenges coming our way.



Oakfield, N.Y.
585.704.2501

Jonathan Lamb, of Oakfield, N.Y., received his bachelor's degree from Cornell University in 1994. After college, Jonathan worked as farm manager for Alliance Dairies in Trenton, FL for two years. He then became a partner in Lamb Farms, Inc, his family's farm in Oakfield, NY. The farm's 7,500 cows are registered and Basic ID'd under the OCD and Oakfield prefixes.

Jonathan was recognized as the 2012 New York Distinguished Young Holstein Breeder, won Dairy of Distinction honors and was National Dairy Shrine's 2004 Large Herd Progressive Producer award winner.

Jonathan has served on the Holstein USA board of directors from 2009 to 2015. He served as the Genetic Advancement Committee Chair from 2011 to 2015 and was a member of the Type Advisory Committee. Along with his wife, Alicia, they were the 2012 Distinguished Young Holstein Breeders. Their herd has been presented the Progressive Genetics Herd award since 2009. In 2016, Jonathan chaired the National Holstein Convention Sale.

Lamb is on the Erie-Niagara Insurance Association board of directors and serves as the Investment Committee Chair. He is a delegate for Upstate-Niagara Milk Coop and is a past board member and chairman of the Northeast Dairy Producers Association.

Jonathan and Alicia have two children, Kyra and Griffin.

1. I am currently dairying with my father and brother as a 12-generation farmer in Oakfield, NY. We milk at a total of 4 facilities, 3 in New York and 1 in Western Ohio. Total milking cows is about 7,500. Our farm is on Holstein COMPLETE, about 1/3 of the calves born are in the herd book with the remaining calves identified as Basic ID animals. The Holstein Programs we use are Enlight, classification, Red Book Plus/MultiMate, custom tags, and TriStar.
2. My background with Registered Holsteins is diverse. As a Holstein Junior my passion for Registered Holsteins was ignited through youth programs. This has led me to give back as an adult by volunteering as a coach, hosting showing/youth clinics, and supporting scholarship programs. Upon graduation from college, I began developing a breeding program for high type/pedigreed show cattle with my wife Alicia and this continue to be a focus today. Our breeding program has always involved an index component, but with the market shift to genomics we've evolved to include more index breeding as part of our ET program. As a large commercial dairyman, I advocate for other commercial dairymen to have a well thought out genetics plan. My background has allowed me to communicate with

peers about Holstein Association programs that are set up to help dairymen manage their genetics.

3. In some respects, the era of genomics has been exciting because more commercial dairymen realize the importance of genetics to their farm profitability than ever before. Holstein USA, Inc is a natural fit to provide dairymen the tools and information to help them make decisions on how to best implement, manage, and track a successful breeding program. As an unbiased source of information, the Holstein Association should leverage its position to do business with these farms. The second path to get involved with new farms is through our strong youth programs. Kids having a project calf provides valuable life lessons and promotes enthusiasm in agriculture. Also, developing new friends that are excited about registered cattle allow children to become passionate about a career in agriculture. My family and I have made lifelong friendships by being active in the Holstein Association, a valuable side benefit to being involved!

Region 1 Director Candidate



Canton, Maine
207.577.3969

Steve Keene is a part of the family farm in Canton, Maine, Conant Acres, where they milk 80 Registered Holsteins in a tiestall barn. They have three generations involved in the farm and run 250 acres of cropland.

Steve was born and raised in Auburn, Maine on Raymau Farm. He worked on the dairy in college and was herdsman at two other dairies before operating his own, Dirigo Holsteins, for

13 years. During that time, he was recognized as the 1997 Holstein Association USA Distinguished Young Breeder. For the past 16 years, he has been herdsman and partner in Conant Acres. The herd has a lactation average of 30,300 pounds of milk with 3.8%F, and a 115.4 BAA, leading the nation in their herd size category.

Steve has been a delegate to the National Holstein Convention 17 times. He currently serves on the Holstein Association USA board of directors as an At-Large Director. He was the 2005 National Holstein Sale Chairman in Portland, Maine. He has served on the New England Holstein board, and is a past president of the Pine Tree Association.

Steve received his bachelor's degree in dairy science from Virginia Tech. He and his wife, Debbie, have two children and four grandchildren.

1. At Conant Acres, located in Canton, Maine; our family milks 80 Registered Holsteins that are milked 2x/day with a rolling herd avg. of 25,000 lbs milk, 4%F, 3.2%P and SCC routinely under 100,000. We classify 3x/year and currently have a BAA of 115.4. and are currently first in the country for our herd

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Region 1 Director Candidate (continued)

size. Holstein USA programs and services we are involved with: EASY with Tag I.D., Classification, Holstein COMPLETE, and Enlight.

2. I have traveled abroad to the U.K., The Netherlands, and Cuba as well as our farm hosting interns from Canada, Ireland, England, Scotland, and Sweden. I have been involved as a herdsman, owner, or partner in herds of all sizes; and lastly, our farm currently has 3 generations of family involved in management decisions. These experiences have given me a unique perspective. First, hearing of challenges in other parts of the world, and the immense respect our US Holstein cow has around the world. This makes me believe that Holstein USA has an opportunity to provide services that could be important to all dairymen worldwide (I.D. services, Linear Type Evaluation, Auto-pedigree update between countries, and genetic and mating assistance). Second, I feel I have an open mind about what all types and sizes of dairies have for needs. And last, three generations of family involved in daily management decisions at our farm has helped me appreciate what skills sets we each contribute. An appropriate quote I recall that is meaningful at home or within Holstein USA says: "We can achieve a lot if we don't care who gets the credit."
3. There are marketing opportunities from time to time that is not available unless cattle are registered or Basic ID'd. The US Holstein is the most productive breed in the world. A "Know what you sell" sale series in Pennsylvania routinely yields higher prices for registered or ID Holsteins. Official registrations or basic ID, with RFID eartags provides the best way to show consumers, legislators, and health officials that we are prepared for any need for traceability. An opportunity for kids and young adults to be active in Junior Holstein activities and the Holstein Foundation's commitment to foster the development of a new wave of young dairy leaders thru YDLI. Our future looks bright.

Region 4 Director Candidate



Lizella, Ga.
478.737.6897

Benjamin J. Newberry of Lizella, Georgia, farms in a three-way partnership with his father and youngest brother. Under the prefixes Donacin and Hol-Jamin, they milk 100 Registered Holsteins in a grazing operation.

Benjamin shares in milking responsibilities and is in charge of mating decisions and registrations, using EASY. Since he has been involved in the partnership, they have bred four EX-94 cows. Their current BAA is 105.6.

For the past three years, Benjamin served as the Region 4 Director and currently assists the Junior Advisory Committee as their facilitator. Prior to that,

he had served on the committee as an elected youth representative. Benjamin has served as a delegate to the National Holstein Convention. He is a past president, vice president and board member for the Georgia Holstein Association. He has been honored as Georgia Holstein Association Young Breeder of the Year.

Benjamin is a licensed and ordained minister at the Calvary Baptist Church. Benjamin attended Abraham Baldwin Agricultural College and Fort Valley State University.

He and his wife, Ashley, have three children.

1. We are currently dairying in Lizella, GA. We are milking approximately 135 Holsteins. All of our Holsteins are registered. The farm is a three-way partnership between my father, my youngest brother, and myself. The family farm has one outside employee that does most of the milking; on his days off my brother and I rotate the milkings. My father and brother take care of most of all the field work while I manage the day to day farm activities as well as manage the herd. I make all mating decisions and ensure that all calves get registered. We are a grazing herd, so our cows are pastured all year long. We participate in the Holstein COMPLETE program and use EASY to register all calves. We also do a small amount of genomic testing, mainly for parentage identification on donor dams.
2. I have a very deep background in and passion for the Holstein breed. I am a fourth-generation dairy farmer and a third-generation delegate for Georgia at the National Holstein Convention. I work in partnership with my father and my brother to keep our operation running year after year. I am raising children who will hopefully be as passionate as I am about the Holstein breed. I say all this to really say that I am not convinced that I am not that much different than the other candidates, I am sure that they are just as passionate and work just as hard as myself and my family because that is what it truly takes to live the life of a dairy farmer. I can only say that I will be as passionate about my position as a board member as I am about the Holstein breed.
3. We live in a consumer driven society. People want to know where their food comes from and how it gets to the grocery store shelf. So, with all the bad publicity out there about dairy farming I believe being able to show the public registration papers and pedigrees of our cows lets them know we care for our cows. Another way I promote Registered Holsteins is everyone buying cows wants to know at least that they are sire-identified, and with Registered Holsteins you can provide them with generations of identification. I also believe that it is important to remind people that there is so much data at your fingertips to help you make better decisions when you have Registered Holsteins.

Region 6 Director Candidates



Rice, Minn.
320.393.3056

Spencer Hackett, Rice, Minn., found his love for the Registered Holstein cow on his parent's farm. After marrying his wife, Stacey, they rented a farm and started on their own. A few years later, they formed a partnership with Spencer's parents and took over the dairy portion and expanded the herd.

Under the Melarry prefix, they currently milk 170 cows with a 106.9 BAA. The herd has an

average of 26,038 pounds of milk, 1,024 pounds of fat, and 873 pounds of protein. Spencer enjoys all aspects of the Registered Holstein business especially trying to make the next generation better than the previous one.

Spencer previously served as president of his county's Holstein club. For nine years, he served on the Minnesota State Holstein board working as chair of breed activities, vice chair of sales, among other committees and two years as state president. Spencer was recognized as the 2005 Distinguished Young Holstein Breeder and the 2011 PDCA's Distinguished Breeder.

Spencer serves on two of his local coop boards and continues to volunteer in 4-H on auction and livestock committees. He is a member of Graham United Methodist church.

Spencer and Stacey have two sons who are involved in the family farm.

1. Yes, I am currently milking 170 cows in a tiestall barn. We do switch cows in and out because the barn only holds 90 cows. They spend 12 hours in the barn then 12 hours on an outdoor bedding pack. We are 100% registered and use the programs offered from the Holstein Association (COMPLETE, Classification, Tag ID, EASY ID, and Genomic testing).
2. I am very passionate about the Holstein breed and want to help build excitement and growth in all aspects of our association. I try to show people, in creative ways, the value of identifying and registering cattle. I have served on many boards and feel I am beneficial because I bring that "outside of the box" thinking to issues that need a new idea or a different solution to make things work. I can't imagine my life without the Holstein cow or the Holstein Association and want to help give others the opportunity and the experience I've been blessed with. I enjoy my life revolving around the cow and hope others can share in my love is something I truly enjoy.
3. I am very proud of the young people I have helped get started in the Registered Holstein business and watch their continued success. If someone shows interest in the business, I will find a way to give them a taste of it by giving them embryos on a shared partnership or selling them embryos or animals on a guaranteed basis to make sure their first investment is a positive one. I have also invested in animals with

people to help them reduce the financial risk that they might not have taken on their own. I have sold embryos and cows with a contract to buy back female offspring if they want to sell them, so their risk is minimalized (which no one yet has wanted to sell one back) then they get a positive attitude about the business and want more. This business has given me so much and I just want to try to give the same opportunity to others to enjoy the same thing I do and maybe someday they will pay it forward as well.



Freeport, Minn.
320.290.7769

Michael Schiller, Freeport, Minn., currently farms with his wife, Karen, and son, Charlie. Their milking herd consists of 100 Registered Holstein cows.

Michael attended Willmar, Minnesota Junior College. Previously, he worked at Fingerhut Manufacturing for two years and was a milk truck driver for five years.

Michael is a proud Stearns county, Minnesota state, and National Holstein Member. For nine years, he served on the Minnesota Holstein board. In 2007, Michael was inducted into the Minnesota Livestock Hall of Fame. He was also honored in 2009 as the Minnesota Distinguished Holstein Breeder.

An avid community supporter, he served as township supervisor for nine years. Michael also served 12 years on the AMPI Corporate board and spent five years on the World Dairy Expo board of directors.

Michael and Karen have four children.

1. I am currently dairy farming with my wife Karen and son Charlie milking 100 Registered Holstein cows and raising all of our own replacements. We own and operate 380 acres and grow corn, alfalfa, and soybeans. We use all the services with the Holstein COMPLETE program, all calves are registered using EASY ID and Tag ID, genomic testing, Enlight, and we classify on a regular basis.
2. One might not be sure how they differentiate from another candidate's background. My involvement with Holstein Association functions through travel and meeting people has influenced me to keep an open mind and remember it is okay to think out of the box. My past experience on the AMPI Corporate Board has given me an understanding of the challenges and opportunities involved with milk marketing and processing.
3. We promote the value of Registered Holsteins by transferring the ownership of our Holsteins to the buyer when we sell them regardless if they do or not have Registered Holsteins. We go over pedigrees with potential buyers and answer questions. We have hosted various events involving barn meetings, Holstein classification seminars, dairy cattle judging contests, fitting workshops, farm tours, showing our Holsteins at the county, state, and national competitions. We have marketed embryos and A.I. bulls to several foreign countries.

At-Large Director Candidate



Fond du Lac, Wis.
585.704.4725

After the difficult decision to sell their New York dairy and with a true passion for the Registered Holstein cow, **Peter Dueppengiesser** and his family continue to breed cattle with the Ransom Rail prefix. They have exhibited six Junior All-American and four All-American nominations, including one three-time All-American. Peter lives in Fond du Lac, Wisconsin, working for ST Genetics as a sales specialist.

For the past three years, Peter served as the Holstein Association USA Region 1 Director and is the current Legislative Affairs Committee Chair. He is very proud of the committee's work to support the dairy pride act. He was a New York Distinguished Junior Member, is a past president of Wyoming County Holstein club.

A director for the Northeast Dairy Producers Association, he was board chair in 2010. In 2014, Peter was honored as a National Dairy Shrine Progressive Dairy Producer. He has been involved in Farm Bureau, his church and was a 4-H leader for 15 years.

Peter earned an associate degree from SUNY Cobleskill and a bachelor's degree in animal science from Cornell University.

He and his wife, Roxanne, have two sons, Jared and Jacob, and daughter-in-law, Courtney.

1. My wife Roxanne and I have experienced a tremendous amount of change in the past year. After many gut-wrenching discussions with our sons, Jacob and Jared and other family members, we decided to sell our dairy and that was completed in June 2018. Both Jacob and Jared had great opportunities with MilkSource in Wisconsin and we completely supported their decision to join their team. Dairying was all I have ever done, and it was what I loved doing. There were so many things to consider from family, to future opportunity,

to economics to happiness. After much prayerful consideration, we were at peace with our decision. We retained about 90 head of our best genomic and show type cattle and moved them to Wisconsin. Our goal is to continue breeding great cattle with the Ransom-Rail prefix.

2. In these very challenging times, I think I am uniquely qualified to understand the decisions dairy farm families are facing. I think it is paramount to honestly evaluate your situation and your options and opportunities. Then after considering all who will be affected, move forward courageously. I believe the family decision I made will serve me well on the board by giving me a clear understanding of what many of our members are facing. This will allow me to make decisions on the board that are in the best interest of our members. The past three years on the board, especially my work with the Legislative Affairs Committee, has fueled my passion for our industry. Our committee worked hard on the Dairy pride act and has been very active in developing ideas that would bring relief to our members in these difficult times.
3. It has become very clear to me that promoting the world's greatest breed, the Registered Holstein, needs to take different forms than it has in the past. A very clear example of this is HAUSA's work on the Dairy Pride Act. It is our job as the world largest dairy breed organization to defend and promote real milk against all the imitation products that want to steal milks valued image. I believe product traceability will continue to be an issue that is important to the food chain and ultimately the consumer. We are uniquely positioned to provide that model for traceability. Furthermore, I think there are great opportunities for dairies that do not register to benefit from starting with a basic ID program. It is our responsibility to show them this value. While we should continue to promote our unparalleled genetics around the world, I think we also need to explore opportunities for promoting the Registered Holstein cow in ways we have never done before.



Holstein Association USA, Inc.

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