



HOLSTEIN ASSOCIATION USA, INC.

2021 BOARD ELECTIONS

**135TH ANNUAL
MEETING
JUNE 24, 2021**

LANCASTER COUNTY
CONVENTION CENTER
Lancaster, Pennsylvania

**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.**

Get to Know Your Board Candidates

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| Region 2 Director | Dean W. Jackson Columbia Cross Roads, Pennsylvania Jenna Lenhart Thurmont, Maryland | 570.297.2838 mt-glen@epix.net 814.931.3726 smithjenna12@gmail.com |
| Region 3 Director | Steve Moff Columbiana, Ohio | 614.205.7179 smouric@aol.com |
| Region 7 Director | Dwight Rokey Sabetha, Kansas | 785.285.0142 darokey@rokeyroad.com |
| At-Large Director | Tony Brey Sturgeon Bay, Wisconsin Jerry M. Smith Davis, Illinois Ashley Swenson Nicollet, Minnesota | 920.495.2555 tbrey20@hotmail.com 815.275.6684 clearfield53@hotmail.com 507.241.0544 aekswenson@gmail.com |

Delegates will elect Holstein Association USA, Inc. directors in Regions 2, 3, 7 and one at-large director. Any unsuccessful regional director candidate may run for the at-large position. For more information, visit www.holsteinusa.com or contact Nominating Committee staff liaison Jodi Hoynoski at jhoynoski@holstein.com.

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 you are 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?

Region 2 Candidates



Columbia Cross Rds., Pa.
570.250.8871

Dean W. Jackson, Columbia Cross Roads, Pennsylvania, has been owner/operator of Mt-Glen Farm since 1983. The 90-cow herd has won the Progressive Breeders Registry award 20 years, with a 110.9 BAA including 35 EX, 31 VG, and 12 GP cows. They have a RHA of 27,515M, 1,004F and 838P. Their 900-acre operation, located in Northeastern Pennsylvania, has been named a Dairy of Distinction. They enjoy showing their

Registered Holsteins on local, state and national levels and have marketed Mt-Glen genetics to many states and internationally.

Dean has attended the National Holstein Convention 13 years, eight of them serving as a delegate. He was on the Holstein Association USA Type Advisory Committee and Nominating Committee. Dean began his Holstein service on the Junior Executive Committee in the 1980s and the Bradford County Holstein board in the '90s, before serving as state director from 2001-07 and then becoming Pennsylvania Holstein Association Vice President and President from 2008-2011. He is on the Finance Committee for the 2021 National Convention in Lancaster, Pa.

He has served on his DHIA board, county conservation district board, and currently serves on the State Conservation Natural Resources Advisory Council and Bradford-Sullivan County Farm Bureau board member. He is a former little league coach, 4-H club leader, and trustee and deacon at Springfield Baptist Church.

Dean and his wife, Rebecca, have four children: Courtney, Katie, Kyle and Clark and one grandchild.

1. Mt-Glen Farm is a breeding establishment located in Bradford County, Pennsylvania, about four hours north of Lancaster. We are a 100% Registered Holstein herd with about 90 milking cows and 140 head of young stock. We specialize in deep cow families, high production and components, longevity, exceptional transmitting ability, and profit. We enjoy showing our cattle at local, state, and national levels. We also currently market our cattle, bulls, and semen to many states and overseas. Mt-Glen farm consists of 900 acres that we use to grow all of our own forages and some of our grains. We also sell excess hay across Pennsylvania and New York. Our acreage is one hundred percent no-till with cover crops grown on all corn and soybean ground. Holstein USA programs that we use include: Holstein COMPLETE®, EASY ID, Tag ID, TristarSM Premier, A2/A2 testing, and classification with a current BAA of 111.2.
2. From an early age I was fortunate to be exposed to very good 4-H and FFA programs. I had excellent guidance in public speaking, parliamentary

procedure, and leadership training. My FFA days were highlighted by being selected a Pennsylvania State Officer and I was awarded the American Farmer Degree. Being in a very active Holstein county with annual meetings, tours, and Holstein picnics has led me to a lifetime of service to the Holstein industry. I have always appreciated the incredible diversity in the Holstein business. From elite show cows, to small tie stalls, to large commercial dairies, and everything in between. I think that it is very important to listen to the needs of all dairymen and Holstein breeders. My passion for the Holstein breed, willingness to learn, and ability to be a team player should serve me well if I am selected to be a board member. My goal, if elected, is to be available and present to serve all members of Region 2 and beyond.

3. Mt-Glen Farm and Registered Holsteins have been together since the 1950's. We have always classified, attended shows, and hosted many tours, barn meetings, judging contests, open houses, and a classification seminar. I have been involved in local, state, and national Holstein activities for as long as I can remember. Mentorship to young Holstein breeders has become a passion of mine. I try to make myself available to anyone who expresses interest in breeding cattle or other Registered Holstein activities. However, it is the conversations with other farmers, young and old alike, that are so encouraging, even through these tough economic times. I have always enjoyed the many opportunities that I have had to speak about our breeding program and articulate the potential of the Registered Holstein breed. What an honor it would be, if so elected, to travel and attend Holstein events, representing Holstein USA as a national director.



Thurmont, Md.
814.931.3726

Jenna Lenhart, Thurmont, Maryland, grew up on Smith-Hollow Farms in Martinsburg, Pennsylvania milking 450 Registered Holsteins with a herd average over 31,000 pounds of milk, and currently ranked #1 in Blair County for milk and protein production. After attending Agtech Embryo Transfer School and getting her Animal Science degree from Cornell University, she joined the embryo transfer

team at Oakfield Corners Dairy in Oakfield, New York for four years. The farm milks over 6,000 cows on four dairies and has an extensive ET & IVF program, sending hundreds of bulls to AI and breeding All-American show type. In 2020, she and her husband moved to Maryland to rent her in-laws' farm and begin dairying on their own. They are milking 35 cows, including some boarders, and run 200 acres of cropland. Jenna also works as an IVF Lab Embryologist for Trans Ova Genetics.

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Region 2 Director Candidate (continued)

Jenna is a member of Maryland Holstein Association, National Dairy Shrine, and is on the Holstein Association USA Qualified Judges List. She was a 2009 National Distinguished Junior Member, NIOGA Holstein Junior Club Advisor, and served on committees for New York Spring Dairy Carousel, Pennsylvania Holstein Spring Show, and Pennsylvania Holstein Convention Sale.

Jenna is a passionate fundraiser for ALS patient care, Fuel Up to Play 60 ambassador, local show and youth supporter, and has been a Hoard's Dairyman Judging Contest official. She and her husband, Andrew, have a one-year-old son, Levi.

1. My husband and I are currently milking 35 cows, 55% are Registered Holsteins. We established our prefix, Dialed-In, in 2015. We have a combination of freestalls and shavings pack pens for show cows. All of our cows and heifers have access to pasture when weather permits. In addition, we also board some elite cows for a few other Holstein breeders. Our farm is rented from my in-laws where we grow 200 acres of corn, hay and small grain. We are currently enrolled in the area classification program as well as EASY ID.
2. While I was in college, I attended an embryo transfer school in Kansas where I learned to flush, grade, transfer and freeze embryos. After college I returned home to my family farm where I implemented several protocols that took the rolling herd average from 24,000 pounds of milk to just over 30,000 in three years. While working at Oakfield Corners Dairy, I gained knowledge of the genomic side of the Registered Holstein breed through working with their elite donor herd. We transferred over 6,000 embryos in 2019. Seeing the offspring from the embryos that I looked at under a microscope and then seeing their genomic test results come back was very exciting and rewarding. Although I still have a lot to learn, I feel that my enthusiasm, fresh mindset and work experience makes me the right fit for the board.
3. Simply identifying your Holsteins with registration papers and tags instantly adds value to your animals. Even if your goal isn't to breed the next show cow, you can still register animals and have the added value in marketing that animal in the future to supplement your income. You can also genomic test your Registered Holsteins to determine who are your most efficient animals that will have the highest production and longevity in your herd. Genomic testing also helps you make decisions that are best for the health and welfare of each cow. This helps you build a more sustainable herd with higher profitability, a lower footprint and is setting up the next generation for a more successful transition of ownership – like my son Levi.

Region 3 Candidate



Columbiana, Ohio
614.205.7179

Steve Moff, Columbiana, Ohio, has a partnership with his father and brother in Ouric Holsteins. They milked up to 125 head before significantly reducing the herd in 2009. Today, Steve raises heifer calves at his small farm, springers are at the home farm, and they house 22 milk cows in another small herd. The dairy received the Progressive Breeders Registry award ten times. Steve currently works for COBA/Select Sires, Inc. as a dairy program specialist.

During his tenure on the Holstein Association USA board, he has served on the Show and Junior Advisory Committees. He attended National Holstein Convention as a delegate several times, served on the Nominating Committee, and was appointed as an adult representative on the Junior Advisory Committee for four years. Steve is a former Ohio Holstein Association president and has chaired the Show Committee since 2000. He was a member of the first Young Dairy Leaders Institute class.

Steve has served on the All-American Dairy Show board since 2005, is the Ohio State Fair assistant dairy cattle superintendent, and serves on the Ohio Spring Dairy Expo advisory board. He is on the Holstein Association USA Qualified Judges List, and enjoys judging local, district and state shows in Ohio, Pennsylvania and West Virginia. Locally, he is the county fair cattle superintendent, a church elder, and 4-H leader.

Steve and his wife, Jane, have three children and seven grandchildren.

1. Ouric Holsteins is 100% registered and classified, since reducing our herd size all our milk cows are housed at another farm. Heifers are raised on my small farm and springers on the home farm. We still participate in District and County Holstein shows.
2. Coming from a "small" type-oriented herd and working as an evaluator for COBA I work with herds of all sizes very small and very large. Doing this gives me the unique opportunity to see the challenges that face all sizes and types of operations. The daily contact with dairymen gives me a feel for what our Holstein dairymen are thinking. Having this varied perspective helps me in the decision making that affects all Holstein breeders. Experience of the YDLI helps my communication with breeders in the industry. The time serving on the Board has helped me realize more of the details it takes to keep Holstein USA operating efficiently and economically.
3. Working with the varied mind sets of breeders I emphasize the value of Registered Holsteins frequently stating the information from the Pennsylvania "know what you buy" sales. These

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Region 3 Director Candidate (continued)

are sales consisting of large numbers of heifers all with pedigree information but not all registered. Registered Holsteins consistently bring a premium price. I also work with breeders to transfer animals sold and purchased. At the many shows I am involved with I have contact with the young Holstein breeders. This is a great opportunity where I encourage youth to become more involved in the many programs that are available to them. This is the future of our association and we need to keep providing opportunities for them to stay involved with the Holstein industry.

Region 7 Candidate



Sabetha, Kan.
785.285.0142

Dwight Rokey, Sabetha, Kansas, has been raising Registered Holsteins since 1994. After high school, he purchased a farm and raised purebred beef cattle, while working full-time at a vet clinic. He then went to work for a dairy farm that did not have Registered Holsteins. His wife happened to work on that farm too, and Dwight eventually became the herdsman. While there, they started purchasing Registered

Holsteins, and moved onto dairying on their own in 1999. They now milk 125 Registered Holsteins that are housed in a comfort stall barn and bedded pack, and they use automated calf feeders. They own and rent over 400 acres of land, raising all their own silage.

During his tenure on the board, Dwight has served on the Show and Conformation Advisory Committees. He was on the Kansas Holstein Association board for eight years, including serving as president. He was a delegate to National Holstein Convention six years.

Dwight served on the Kansas Dairy Commission and Kansas Dairy Association boards for eight years. At Apostolic Christian Church, he has served as an usher, Sunday school teacher, and superintendent. He served on a church leadership assistant board for three years. He was also a board member of Prairie Meadows Private School for four years.

Dwight and his wife, Anita, have seven children.

1. Currently dairying with my family, after starting on our own in 1999. We milk 125 Registered Holsteins, housing them in a comfort stall barn and bedded pack. We raise all of our own replacements, using automatic calf feeders. We use the EASY ID system to register all our calves, along with being on Holstein COMPLETE. Marketing and selling genetics is a focus for our farm. We raise all our silage on 140 acres purchasing all the dry hay and grain. And renting an additional 300 acres (150 acres cropland, 100 acres pasture, farmyard and buildings where most of our heifers are housed).

2. Having not been raised on a dairy farm, and being introduced to Registered Holsteins, has been KEY to our success. Purebred organizations, and top quality animals have always been a passion of mine. Being involved in other organizations makes me realize how important a good structure and leadership really is. I feel like past leadership roles are important in helping to make clear and sound decisions, and working well together with others is also very important to me.
3. We have employed several young adults who have been interested in buying cattle, and we have helped them successfully do that. They are now members of the Association. Our children are also becoming members and buy and own cattle of their own. We also have encouraged other grade dairies to start IDing and registering their animals. Promoting the use of Holsteins tags (840) to comply/ be ready for a National ID program has been a big push for me.

At-Large Candidates



Sturgeon Bay, Wis.
920.495.2555

Tony Brey, received his bachelor's degree in Dairy Science from UW-Madison in 2007, after which he came home to Cycle Farm in the scenic peninsula of Door County, Wisconsin. He married his wife Moriah in 2008 and they are the parents of Evan (9) and Alexa (4).

Tony's brother Jacob and wife Lauren joined the Cycle Farm team in 2016 and the herd has grown to

650 registered Holstein cows with an RHA of 30,130M 1,077F 929P. Cycle Farm was a 2020 Progressive Genetics Herd. Cycle Farm is a former #1 BAA for herd size, and has successful bulls in current AI lineups that carry the farm's Cycle prefix, including the popular Jacoby and Jordy-Red.

Tony has been serving on the Holstein Association USA Genetic Advancement Committee since 2018. He was co-chair of the 2019 National Holstein Convention's Family Night, has been a HAUSA delegate for several years, and President of his local Holstein board. He was a National DJM finalist in 2003.

Tony has been on the forefront of the farmer-led watershed movement in Wisconsin. He's an active board member of Peninsula Pride Farms, one of the very first farmer-led conservation groups in the state. He also serves on committees at Bayview Lutheran Church.

1. I have been dairying since graduating from UW-Madison in 2007. Brey Cycle Farm LLC is a family partnership between my brother, Jacob, myself, and our wives Moriah and Lauren. We represent the 4th generation of our family to farm since 1904.

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At Large Director Candidate (continued)

We formerly had a 60-cow tie stall operation but gradually grew our farm to accommodate the next generation. While expanding we always valued the identification and genetics that come with Registered Holsteins. We have a 100 percent registered herd, currently milking 650 cows with an RHA of 30,130 milk 1077 fat 929 protein. We also raise all our own heifers, 200 beef animals to finish, and custom raise an additional 600 heifers for other farms. We raise the feed for these animals on 1500 acres on the scenic Door county peninsula. Our farm has been on Holstein COMPLETE and had our production records processed through ATA for many years. We also utilize Enlight, classification, Tag ID, EASY ID, Tristar, and genomic testing.

2. I feel can represent many aspects of the dairy industry. What seems like not long ago, I was an enthusiastic junior member and national DJM semifinalist. I have been fortunate to carry on that involvement in our association with activities such as serving on the Holstein USA Genetic Advancement Committee (GAC), co-chairing family night at the 2019 national Holstein convention, and serving as a voting delegate. I feel it's essential to the success of Holstein USA to continue to find ways to bridge the gap between the junior and adult members. We need to promote the energy and ideas of our young leaders. I also bring the perspective of an active dairy producer who is continually reminded of the market challenges we face as producers. Holstein USA must continue to enhance current programs and create new ones to promote the increased value of the registered Holstein cow.
3. Our farm annually hosts young people through an internship program. These students have represented a wide range of previous experience in the dairy industry. We enjoy giving them the opportunity to gain experience for their future careers whether that could be in dairying, ag education, or veterinary medicine. Each intern assists with our in-house embryo transfer program and gets to learn first-hand why we value and invest in registered genetics. We also have mentored local junior Holstein members who are not all from farms. I helped our most recent mentee flush several of his animals for him to get started with Registered Holsteins. We have also promoted Registered Holsteins through selling our surplus cattle to other dairies. Genomic data has had a very positive impact in making genetics more relevant to commercial dairies. As those commercial dairies see their top genetics outperform the rest of their herd, they will gain even greater appreciation for Registered Holsteins.



Davis, Ill.
815.275.6684

Jerry M. Smith, Davis, Illinois, has operated Clearfield Holsteins Farm since 1973. The decision was made to sell the cows due to lack of help on the farm, and the milking herd was dispersed in November of 2020. Jerry still has young stock and raises custom dairy heifers, and a few of his granddaughters show cows. Prior to the sale they milked 85 cows and had 75 youngstock. Their rolling

herd average was 25,250 pounds of milk and 1065 pounds of fat with a 106.7 BAA. The herd received the Progressive Breeders Registry award multiple times. They run 720 acres of corn, soybeans, wheat and hay.

Jerry has been a Holstein Association USA member for over 40 years and was a delegate to National Convention several times. He served on the Illinois Holstein Association board since 1990, including 20 years on the Executive Committee and a tenure as president. He won their Senior Breeder Award in 2006 and Service Award in 2012. He was president and vice president of the Stephenson County Holstein Club board, and on the Selection Committee for the Northwest Sizzler sale for 25 years.

Jerry spent more than ten years involved with the Davis Town & Country Community Club. He was on the Dakota School District board for two years and was a Rock Run Township supervisor. He was a Republican Precinct Committeeman and a Stephenson County Republican Committeeman.

Jerry and his wife, Sharon, have three children and five grandchildren.

1. In November 2020 the decision was made to disperse the milking herd. We kept some young stock and do some custom heifer raising. Prior to the sale we milked 75 cows in a parlor free stall barn with a six box stall wing. My father started the farm in 1945 and bought his first registered cow in 1948. We were on the COMPLETE program and classified regularly. We were on DHIR for many years.
2. I feel that my experience of working on local, state, and national committees for many years will help me in serving the association as a director. I enjoy looking at problems and questions from different perspectives to come to a solution. My life long experience with Holsteins and operating a 700 acre farm gives me a better understanding of how the Association can help members.
3. Holsteins are my life, I am very passionate about farming and the preservation of the breed. I have worked with several dairyman who are neighbors with Registered Holsteins and helped them become members. I have been able to answer their questions which led to them getting involved in the local club.



Nicollet, Minn.
507.241.0544

Ashley Swenson, Nicollet, Minnesota, grew up on Forest-Lawn Farm, milking 240 Registered Holsteins with a rolling herd average over 27,000 pounds of milk. She is now the sixth generation to own and operate the farm. She received an Animal Science and Doctor of Veterinary Medicine degrees at the University of Minnesota, and purchased Midwest Embryo Transfer service in 2016.

Ashley serves on the Holstein Association USA International Marketing Committee and is Sponsorship Chair for the 2022 National Holstein Convention to be hosted in Sioux Falls, South Dakota. She is Minnesota Holstein Association Treasurer and Nicollet County Club President.

Ashley is an adjunct professor for the University of Minnesota College of Veterinary Medicine advanced bovine reproduction course. She chairs the American Embryo Transfer Association Government Liaison Committee, and serves on the International Embryo Technology Society Health and Safety Advisory Committee, Forms and Certificates Subcommittee. She is also a member of American Association of Bovine Practitioners, and the Minnesota and Wisconsin Veterinary Medical Associations.

Ashley is a church choir member, wedding soloist, pianist and snowmobiler. She and her husband, David Hanson, enjoy showing at state and national shows and reuniting with friends at World Dairy Expo.

1. David and I are the 6th generation to own and operate Forest-Lawn Holsteins. Alongside my parents (Paul and Cindy Swenson) we milk 240 Holsteins all of which are registered. Additionally, we milk a few Registered Brown Swiss and Registered Ayrshires. We utilize Holstein COMPLETE

including whole herd classification, EASY ID, and Enlight programs. Since joining the family operation, we have increasingly utilized genomics to help manage heifer replacements for both breeding and sale decisions. Through our future farm projects our goal is to improve labor efficiency and cow comfort to improve overall profitability.

2. As a veterinarian, I am able to approach the Registered Holstein industry from a different angle. Through the American Embryo Transfer Association Certification program and USDA Accreditation, I am able to export embryos internationally. As the AETA Government Liaison Committee Chairperson, I routinely communicate and provide feedback to the USDA regarding health certificates for the export of bovine embryos. We bring to light modern US husbandry practices and how they mitigate disease transmission, to minimize health testing/biosecurity measures imposed by importing countries. As a Registered Holstein breeder, I understand first-hand the importance of maintaining US genetic export markets. If elected, I will bring to the board, changes within the global market and will work to ensure HAUSA members have a voice in global policy. Lastly, the domestic and international marketability and profitability of Registered Holsteins has provided for our family for six-generations – I believe in ensuring the same opportunity remains available for future generations.

3. As an embryo transfer veterinarian, I work with many farms including those who are not involved in the Holstein Association. I use my work as an opportunity to ask: what could HAUSA incorporate to encourage your involvement. Furthermore, I explain how verified data contributes to the sire summaries they use in their breeding decisions and how it is vital for the continued progress of the breed. Additionally, my work often draws youth participation and interest, which allows me to promote youth Registered Holstein activities.



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