



HOLSTEIN ASSOCIATION USA, INC.

BOARD ELECTIONS

2014 ANNUAL
MEETING
JUNE 27-28

GRAND RIVER CENTER
Dubuque, Iowa

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 2014 Holstein Association USA, Inc. Annual Meeting for Region 2, 3, 7 directors, and one At-Large director. Any unsuccessful regional director candidate may run for the At-Large position if they so choose. 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

Region 2 Director	John Burkett, East Freedom, Pa. Barry M. England, Williamsburg, Pa.	814.239.2260 814.832.3661
Region 3 Director	Mike Jones, Marshall, Ind.	765.592.0644
Region 7 Director	Roy Buessing, Axtell, Kan.	785.799.4514
At-Large Director	Bernard S. Beatty, Asbury, N.J. Dale Drendel, Hampshire, Ill. Chuck Will, Underwood, Minn.	908.319.3345 815.766.0326 218.826.6725

Candidates For Region 2 Director



East Freedom, Pa.
814.239.2260

John Burkett, of East Freedom, Pa., has been a lifelong dairyman at Burkett Falls Farm. He received his bachelor's degree from Pennsylvania State University with a major in dairy science.

John is a past president of the Pennsylvania Holstein Association. He has served on the Holstein Association USA International Marketing Committee and currently serves on the Genetic Advancement Committee. John has judged dairy shows at state, national, and international levels and is currently on the Holstein USA National Judges List. John is a former classifier for the Red and White Dairy Cattle Association (RWDCA), and has served on the National RWDCA board of directors. He is also a freelance pedigree reader for sales.

Burkett has served on the Maryland and Virginia Milk Cooperative Leadership Council, agricultural board for the Blair County Development Corporation, and the Dickenson Law School Agricultural Advisory Committee. He is active in his community as a church member and a school board member, where he served as president for 14 years.

John and his wife, Kay, have three children.



Williamsburg, Pa.
814.832.3661

Barry M. England, of Williamsburg, Pa., received his bachelor's degree in animal science and doctorate of veterinary medicine from Pennsylvania State University. Since graduation, Barry has owned and operated his own veterinary practice, but today mainly focuses on embryo transfer.

Barry is involved in husbandry and genetics at Penn England Farms, LLC, which is owned and operated by his family. Barry's animals are housed alongside their 2,000 Holstein cows, with a rolling herd average of over 25,000 pounds of milk. The herd has received the Progressive Genetics Herd award for over 20 years.

England currently serves on the Holstein Association USA Genetic Advancement Committee, and is a former Nominating Committee

member. He is an active member of the Pennsylvania Holstein Association as the immediate past president. Barry is a member of the Association of Bovine Practitioners and American Embryo Transfer Association, and serves on the Center for Dairy Excellence Advisory Committee. He is active in his church and is a member of the local school board of directors, serving as president for over 20 years.

Barry and his wife, Diane, have three children and nine grandchildren.

Candidate For Region 3 Director



Marshall, Ind.
765.592.0644

Mike Jones, of Marshall, Ind., has been a part of Springbrook Farm, Inc. since 1972. This past April, Mike and his family had a successful dispersal of their 100-cow Registered Holstein herd. They register under the J&S prefix, standing for Jones & Son. He also farms 3,500 acres of row crops and manages a 70-cow beef herd.

Mike is the current Holstein Association USA Region 3 director.

He serves on the Holstein Association USA Show and Type Advisory Committees. He has been active in the Indiana Holstein Association, serving as a board member for 12 years. He served as state president, sale co-chairman, state convention chairman, and state show chairman. Mike was honored as Indiana's Master Breeder in 2004, and was chairman of the 2013 National Holstein Convention Sale in Indianapolis.

Jones currently serves on the Parke County ASCS advisory board and Washington Township Cemetery board. He is active in his church, and sings at weddings, funerals and other churches.

Mike and his wife, Bobbi, have four children and eight grandchildren.

Candidate For Region 7 Director



Axtell, Kan.
785.799.4514

Roy Buessing, of Axtell, Kan., received his degree from Kansas State University. He operates Buessing Dairy, in partnership with his brother, Roger. They milk 180 head under the POOR-RICHES prefix, maintaining a rolling herd average of 24,000 pounds of milk. In 2013, the family was recognized as the Kansas Dairy Family of the Year.

Roy is the current Holstein Association USA Region 7 director. He is board liaison to the Junior Advisory Committee, and serves on the Show Committee. 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.

Buessing is involved as a member of his church and the Knights of Columbus. He is a fireman and EMT, as well as a coach for childrens' basketball and baseball teams. He enjoys wood working and gardening in his spare time.

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

Candidates For At-Large Director



Asbury, N.J.
908.319.3345

Bernard S. Beatty, of Asbury, N.J., attended Delaware Valley College. He began farming with his parents in 1969, and purchased the dairy in 1978 registering under the BSB prefix. In 2013, he sold the milking herd, and is currently operating a custom harvest business while raising his own Registered Holstein heifers and housing cows in other herds.

A long-time Holstein USA member, Bernard is past president of the New Jersey Holstein Association, and has been a delegate to five National Holstein Conventions. He served on the National Convention planning committees in 1974 and 2002, and is a past chair of the New Jersey State Show. He won the All-New Jersey Premier Breeder award three times.

Beatty is involved in his county agriculture board, FSA and DHIA committees, as well as First Pioneer Farm Credit and Dairylea Cooperative. He is a past 4-H leader and advisor to Hunterdon Polytech. Beatty is a member of the National Rifle Association, New Jersey Farm Bureau, and Calvary Bible Fellowship Church. With many degrees in fire science and vertical rescue certification, he is also a past fire chief.

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



Hampshire, Ill.
815.766.0326

Dale Drendel, of Hampshire, Ill., has operated Lindale Holsteins for the past 40 years. Milking 150 Registered Holsteins, the herd averages 26,835 pounds of milk, 882 pounds of fat, and 835 pounds of protein. The herd's showing success includes three Premier Exhibitor and two Premier Breeder banners at National Holstein Shows.

Dale is serving as co-chair of the 2015 National Holstein Convention. An active member of the Illinois Holstein Association, he has served

as president, vice-president, and executive committee member. He has been a delegate to National Convention ten times and is a former Nominating Committee member. In 2012, he was honored by Illinois Holstein with the Senior Breeder award.

Drendel currently serves as a Foremost Farms director and vice president of Dairy Lab Services. He is also on the board of Illinois Milk Producers and Prairie State Select Sires. He is dairy superintendent at the Kane County Fair. His family farm has hosted a dairy breakfast six times with over 7,500 attendees, and other farm tours for consumers and dietitians.

Dale and his wife, Linda, have three children.



Underwood, Minn.
218.826.6725

Chuck Will, of Underwood, Minn., received his bachelor's degree in agricultural education from the University of Minnesota. He was an extension educator for seven years before starting Willolea Holsteins and Chuck Will Sales. His operation includes 35 Registered Holsteins, with

a 112.5 BAA, and 60 organic cows. He has held over 300 consignment and dispersal sales, in addition to reading pedigrees in over 30 states for various Holstein sales.

Chuck is currently serving on the Holstein Association USA Type Committee. He is former president of the Minnesota Holstein Association and served on the board for nine years. He has been honored as Person of the Year, chaired past state conventions, coached 4-H judging teams, and hosted field days and barn meetings. He was inducted into the Minnesota Livestock Breeders Hall of Fame in 2013.

Active in his community, Will is involved with his church, coached local baseball teams, and has served as township clerk. He started a state 4-H horse judging contest and has coached 4-H livestock judging teams. He also chaired a group that started his county 4-H livestock auction.

Chuck and his wife, Sue, have five children and eleven grandchildren.

QUESTION #1

Are you currently dairying? If yes, please 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?

Burket: We milk 100 Registered Holsteins and maintain 150 head of young stock. Currently, our herd is 80% polled and two-thirds are red or red carriers. We farm 500 acres, mostly hay and corn, and still pasture considerably.

England: I am associated with Penn England Farms, LLC and I am actively engaged in the management of the herd's health, reproduction, and genetics programs. The herd consists of around 2,000 total lactating cows. All cattle are tagged with a RFID tag at birth and are identified through the EASY program. All cattle that I own are managed right along with the herd. The herd has been enrolled in the Holstein COMPLETE program for several years. Also, the LLC utilizes the classification program and in addition, has SETs performed several times a year at the request of the AI organizations. We are genomic testing a large number of heifers and use the results to determine which heifers to flush.

Jones: As of April 5th I am no longer milking cows. I do still have six heifers and two dry cows that I kept for my grandchildren to show. I intend to flush them and continue breeding J&S Holsteins, but will plan to sell them as bred heifers or just fresh two year old cows. I am proud to say we had a great sale and cattle went to 13 states.

Buessing: Our 100% Registered herd consists of 180 milking cows and 200 heifers and dry cows. Cows are housed in freestall barns and milked in a double-10 parallel parlor. Currently we are using Holstein COMPLETE, EASY ID and tags.

Beatty: We used many of the Association's programs as our herd was 100% Registered. We stopped milking in April 2013. We have utilized the EASY program over 14 years and have classified since 1969. We also used TriStar and Holstein COMPLETE. We are currently milking Registered Holsteins in other herds and still use EASY.

Drendel: We currently milk 150 Registered Holsteins with 180 young stock while farming 640 acres. 100% of our herd is Registered. We milk in a herringbone parlor and cattle are housed in sand-bedded freestalls with some access to outside lots. A group of 20 show cows is maintained in a tie-stall barn and we raise 15 bulls per year from our best cow families to sell for breeding. We've utilized a TMR mix for our milking herd since 1980.

Baby calves are raised in a greenhouse facility while weaned young stock are raised in group housing with headlocks, and freestalls for older heifers. Calves are fed whole milk with a grain starter. Breeding age heifers are fed a corn silage/haylage mix once a day with free choice hay.

We have used EASY ID since it began and have used Tag ID for the past 12 years. We classify at least once per year and joined the Holstein COMPLETE program in 2008.

Will: Yes. We milk two herds, one is 100% Registered and the other is an organic herd we use as recipients for the Registered embryos. We use Holstein COMPLETE, classification, genomic testing, order pedigrees, and do registrations and transfers.

QUESTION #2 **Which of the Holstein Association programs and services do you find most valuable and why?**

England: We have utilized over the years almost all of the programs offered by HAUSA. We have utilized Tag ID and the EASY program since their inception. We were one of the pilot herds for the RFID tags and we still utilize them as they are placed in our newborn heifer calves at birth. These programs form the basis for the identification of our cattle. We classify every seven months utilizing the Limited program plus we choose other animals that we want classified. We feel that classification helps us to compare cattle within our own herd environment, plus it contributes to the national Holstein database. There is still a need to gather linear data to add to progeny proofs so as to increase the reliability of genomic proofs. We utilize the TPI values for sires plus health and production data to make our decisions on which sires that we want to use in our herd.

Burket: It is the totality of the programs that Holstein offers that make the services unique. From an identification and merchandising standpoint, the association provides what we need.

Jones: I think the COMPLETE program is the most beneficial to a working dairy because it combines many of the services at a more economical rate. For me the classification program is very helpful because it allows me to monitor my progress from generation to generation. Obviously, the registration program is the backbone of all the programs at Holstein because it allows us to trace heritage of specific cow families. I recently traced our Sandy family back to 1914.

Buessing: I think the COMPLETE and EASY ID programs are the best fit for our dairy. The products and services that we need are contained in COMPLETE. The EASY program with tags ensures that we get our animals ID'd and tagged in a timely cost saving manner. The information that we can put on the tags is very useful when being around the cattle.

Drendel: All of the programs are valuable in their own way. We started using EASY when it first came out. It serves as a fast and accurate way to get calves registered early. Visible tags enables us to identify animals when working with them, ensuring breeding and milk records are accurate. We have been classifying our herd since the 1970's when we transitioned from a grade herd to Registered Holstein herd. Classification scores are important to private sales as well as consignment sales and embryo exports. It is because we were using all of these services already that we joined the Holstein COMPLETE program. We saw an opportunity to save money on services we were already using which just made sense to us.

Will: The most valuable is classification because it gives us an unbiased opinion from an outsider that allows us to compare cows within our herd and nationally and aids us in sire selection. We use Holstein COMPLETE because we like the services it offers. It allows us to use our resources wisely.

Beatty: We used many of the programs that Holstein COMPLETE has to offer. This program is very beneficial. It makes a lot of sense by paying once to stay on top of the bills.

QUESTION # 3 **Name one key attribute you possess that will bring value to the Holstein Association USA membership and board of directors, if elected.**

Burket: Common sense. It has been my experience in decision making and problem solving that the application of common sense is extremely important for a business or organization to thrive. I think I have that.

England: I feel that my diverse background of being a dairy cattle veterinarian plus being involved with the management of a family owned dairy herd would allow me to be able to add a different view to the board. I have worked with both large and small herds of dairy cattle and I feel that I understand the challenges that both experience in their management. I have gained a knowledge of both the management side and the genetic side of dairy cattle. I feel that my background would allow me to be able to add not only scientific but also practical knowledge to board discussions. I have a keen interest in the genetic side of dairy cattle management and the evaluation systems that are used to determine these genetic values. I feel that I have the ability to effectively communicate not only my views but also the views of dairymen who may contact me with their views of a subject. I would study the issues presented to us and feel that I can represent and work hard to express the views of the membership.

Jones: I feel that my past experience can be very helpful in making decisions for the future of the Holstein Association. I think it is very important that we continue to make decisions that are for the interest of our members. I also want to continue to make progress towards the unity of the entire dairy industry.

Buessing: I am open to new ideas and willing to engage in discussion concerning the issues brought before the board. I feel as a board member it is important to express your opinions during meetings and ultimately support the decisions the board makes.

Will: I feel I am an idea person and a problem solver. It is always important, along with foresight, to have ideas to consider when problem solving. I also feel I know when to lead and when to follow. Both are very important.

Beatty: Leadership and being a good listener. The members are the lifeblood of the association.

We need to find ways to bring our members from all across the country together to better the association. If they are not happy, then the association will not prosper.

Drendel: One key attribute that I possess that will bring value to the board and membership of Holstein USA is my willingness to be an informed dairyman who is current on trends, education and policy that affects the dairy industry. As a board member, I know that it is my responsibility to act on behalf of those I represent. Therefore, I do share my well-formed opinions, education and experience with others on the board in order to conduct business in the best interest of the association.

QUESTION #4
What have you done in the past to get those who currently have Holsteins and are not members and do not buy programs and services from the Association to do so?

England: My role as a practicing veterinarian has allowed me to be in contact with a lot of dairy farms. My past role of being Pennsylvania Holstein Association president also allowed me to be in contact with these dairy farms. I always impress upon these farms the value of identification of their cattle with HAUSA. Numerous times I have expressed the experience that our farm had when we expanded several times the herd. The cattle that were ID'd and especially those that were registered with HAUSA were far superior in their conformation and production than those that had no background information. I tell them that identifying their cattle with HAUSA will pay back much more than it costs. I have promoted the classification program plus urge dairymen to utilize the genomic testing services offered by HAUSA. I have informed our local HAUSA field representative of dairymen who were not members and also of dairymen who needed help catching up on registration, these HAUSA representative contacts were fruitful.

Burket: I have spent my entire lifetime promoting the merits of Registered Holsteins. Maybe it is inherited in me, but I've tried to lead by example to other dairymen, the benefits of being a Holstein member and using the services of our association. I feel the return on investment of owning Registered Holsteins and participating in the associations programs can be significant.

Jones: I strive to meet new dairymen that currently don't have Registered cattle and explain the benefits of programs that the Holstein Association offers from Basic ID to complete registration and pedigree services that can be helpful for them in tracing cow families along with potential mating of their own herd.

Buessing: We capture a lot of interest in the breed by encouraging our youth to get involved. We have done this on our dairy by hosting regional FFA judging competitions and hosting farm tours with our local schools.

Beatty: In my lifetime, I have known many farmers that were good dairymen and did not have registered cows. We need to show non-members what Holstein Association has to offer. Through our youth and 4-H programs we can demonstrate that the registration paper has great value. Selling registered animals to young members to get their non-member parents to become active is one way to achieve this.

Drendel: Throughout my area, the majority of Holstein breeders are already Holstein USA members and benefit from the programs and services offered. To these breeders, I have always encouraged looking more into Holstein COMPLETE and the Tag ID system because of their great benefits. While traveling outside of my area for various dairy-related events, I am always promoting the benefits of being a HAUSA member including the identification system, access to a Holstein regional representative and classification services.

Will: I'm not sure what comes first, the interest or the activities, but they go together. Whether it is selling someone their first registered animal and then following up with them to assure them they have spent their money wisely, or leading events for breeders to attend. Sometimes just expanding my circle of Holstein friends gives encouragement to both of us.

QUESTION # 5
In the next 10 years, what is one area you feel Holstein Association USA needs to focus to ensure the Registered Holstein cow and her breeders are profitable?

Burket: Going forward, we need to ensure the breeders and members that the cost of registering or identifying will be value added. We as an association must address the 98% of cattle that are not the highest genomic, or high end show caliber. Today, this group of cattle is often considered just "commercial" cattle, and is valued accordingly.

In addition, the recent working relationship between Holstein USA and the Red and White Dairy Cattle Association, promises great opportunity for breeders. The majority of dairy cattle in the world have red hair, and breeders around the world want to maintain that hair color. Therefore, it affords significant opportunities for US red and white genetics. Holstein USA is in a great position to be an influential player in that growing market.

England: I feel that we need to continue to streamline the programs offered by HAUSA. We need to make sure all offered programs are practical and cost effective to the end users – dairymen. I feel that we need to not only work with the smaller family owned dairies but also the larger dairies. We need to impress upon them the value of identification programs offered by HAUSA. Many of these larger dairies have been using genetically superior sires for several generations and they probably own cattle that should be classified and genomic tested. Several pharmaceutical

companies are already using their sales representatives to contact these dairymen and promote the genomic testing services that they offer. Many of these dairymen are very progressive in their management skills and they could benefit financially from programs offered by HAUSA.

Jones: I think it is important that we focus on programs to inform our breeders of pedigrees to help curb the increased narrowing of our sire families. As a board member I think it is a must to listen to our breeders and their ideas on what they see for the future of the HAUSA.

Buessing: We need to encourage and somehow retain value in different kinds of cows. The strength of our breed exists because over the years, dairyman have been able to breed their cows the way they want to. We do not need cookie cutter cows. Not all sizes and types of cows fit everyone's operation.

Drendel: Personally, I feel that lack of consumer knowledge and media attacks on agriculture are huge issues facing the dairy industry. Having a dairy farm 60 miles west of Chicago, we have had the opportunity to address many concerns from consumers by hosting several Dairy Breakfast events. By opening our doors to consumers and reporters we are actively promoting the positive side of the dairy industry. I believe if Holstein USA joins with ag and promotional companies such as Midwest Dairy Association and other breed associations, there will be a more united effort in providing education and resources to teachers, parents and consumers. We need to take a stance against the Humane Society and all other anti-agriculture groups before they eliminate the way we dairy. We shouldn't allow these kinds of groups to railroad our industry into changing the way modern dairy farming is practiced, overall affecting our bottom line.

Will: Genomics is a predictor of the future that is mostly done with heifers, but it is just that, a predictor. As the cow matures and actually scores and produces we no

longer need a predictor but need numbers that tell us what she has actually done. Through production testing and classification we know what the cow can contribute to the breed.

Beatty: Membership and participation. Many dairymen have struggled with the low prices since 2009 and have sold out in our area. Milk and beef pays the bills for the majority of our dairy people. The association has to have foresight to keep costs reasonable.

QUESTION # 6

What traits do you believe are the most important to focus on for the constant, never-ending improvement of the Holstein cow?

England: Traits that increase the ease of management and the profitability of Holsteins have to be stressed and further enhanced. In our herd we can really see the benefit using the data that is generated for all of the health traits. We concentrate our genetic choices on traits such as DPR, PL, SCS, SCE, DCE and DSB. A herd of our size can really see the traits of a sire being expressed because we may have twenty or more daughters of a sire. It makes no difference if a herd is small or large, cows have to breed back, have low incidence of mastitis problems, and be able to easily have a calf. Feed efficiency data would be very helpful but generating this data is not very easy to accomplish. It does not matter if you have a smaller herd or a larger herd, management traits have to be stressed. By using the management trait info that is available, dairymen should be able to increase the profitability of their herds. We do not need to use crossbreeding to take advantage of the most profitable management traits.

Burket: Balance! I feel the most profitable cow in the future will be a balanced cow that's production, type, and fitness complement one another. From large commercial dairies to the showring, a balanced cow is sought after. I'm excited about the possibilities of including

feed efficiency and disease resistance information as well.

We must never forget type. Type sells ... and the USA Holstein is the "Gold Standard" to the rest of the world.

Jones: I think we need to try to slow the rate of stature in the Holstein cow. I also feel that teat length has become an issue as more dairymen move to robots and short teats that touch or cross can be a major problem. Crampiness and feet are also areas of concern to me that need to be of importance to continue the improvement of the magnificent, wonderful Holstein cow.

Buessing: A cow with poor mobility, mastitis and the inability to get pregnant has little to no value for her owners. We are making progress on these traits, but we still have a long way to go. Our genomic testing will allow us to tackle these issues. As we monitor what our consumers want, traits such as polled genetics, coat color and recessive genes will continue to surface and need to be dealt with.

Will: All type and production traits are important for profitability. Udders, feet and legs and strength with dairyness are of the utmost importance in our herd.

Beatty: A profitable cow with good type that breeds back.

Drendel: In these fast changing genomic times, I believe we need to remember the basics of sound cow families and breeding for type along with production. The importance of good dairy management should still be a focal point; breeding well-grown heifers at 15 months and calving in 2-year-olds that can produce a respectable record. From there we need to emphasize productive life and longevity. Whereas genomics has its place, we shouldn't forget the foundational traits that have improved our industry to where it is today.