



HOLSTEIN ASSOCIATION USA, INC.

Board Elections

2012 ANNUAL MEETING – JUNE 29-30

University Plaza Hotel & Convention Center, Springfield, Mo.

Elections will be held at the 2012 Holstein Association USA, Inc. Annual Meeting for Region 5, 8 and 9 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.

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

CANDIDATE FOR REGION 5 DIRECTOR



R. Paul Buhr

VIROQUA, WIS
608.606.3480

R. Paul Buhr, from Viroqua, Wis. received his bachelor's degree in animal science from the University of Wisconsin-Platteville in 1975 and went home to work on his family's 287-acre dairy farm. After taking over the farm in 1989, they now milk 75 Registered Holsteins that average 27,000 pounds of milk. Rabur Holsteins has been recognized as a Progressive Breeder Registry award winner for 33 years, and have received the Progressive Genetics Herd award every year since its inception. Paul was named the 2012 Wisconsin Distinguished Holstein Breeder.

Paul served on the Wisconsin Holstein board for six years, and has served on his county Holstein board. He organized local breeder tours of Midwestern dairies for 30 consecutive

years, and was a member of Holstein USA's Genetic Advancement Committee for two years.

Buhr is Heartland Country Co-op president and serves on the Wisconsin Mutual Insurance board. He was named the 2012 Wisconsin Master Agriculturist award winner, and the family was recognized as the 1998 Regional Farm Family of the Year. He hosted the Vernon County Dairy Breakfast, a county Holstein Twilight Meeting, and state Holstein Barn Meeting. He also served on church council, school and community committees, and as a 4-H leader.

Paul and his wife, Darlene, have two sons and a daughter.

CANDIDATE FOR REGION 8 DIRECTOR



Bill Wright

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. In 2004, the dairy was relocated and became Doubletree Dairy Farm. Wright's son is a partner in the operation, milking 500 cows, with about half of the herd registered.

As the current Holstein USA Region 8 Director, Bill serves on the Genetic Advancement and Legislative Affairs Committees. He has also been on the Show Committee. Wright's involvement in the Registered Holstein industry spans over four decades, serving in many leadership

positions at the local and state level. He has shown at local, state and national shows, and has developed All-American cattle.

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

Bill and his wife, Kathy, have 10 children and 21 grandchildren.

CANDIDATE FOR REGION 9 DIRECTOR



Patrick Maddox

RIVERDALE, CALIF.
559.960.5469

Patrick Maddox, of Riverdale, Calif., received his bachelor's degree in Dairy Science from California Polytechnic State University. He joined his family farm, Ruann Dairy, in 1980 and became a managing partner in 1985. Ruann Dairy has 1,400 mature cows with a rolling herd average of 25,403 pounds of milk, 972 pounds of fat and 786 pounds of protein. They were the high 3X herd in Fresno DHIA in 2010, and the Premier Breeder and Exhibitor at California State Show in 2010 and 2011.

Patrick is past-president of the California Holstein Association and Fresno-Madera Holstein Club. He was Host Day Chairman for

the 2009 National Holstein Convention, and served on Holstein USA's Genetic Advancement Committee for eight years. He also served on Holstein USA ad-hoc committees on pedigree format and classification.

Maddox is a past president of California DHIA, and has served as their representative to the Council on Dairy Cattle Breeding. He is a church member, and served on a water district board.

Patrick and his wife, Mary, have three daughters.

CANDIDATES FOR AT-LARGE DIRECTOR



Dale Drendel

HAMPSHIRE, ILL.
815.766.0326

Dale Drendel, of Hampshire, Ill., has owned and operated Lindale Holsteins for 42 years. With 160 milking Registered Holsteins, the herd averages 25,626 pounds of milk, 955 pounds of fat and 793 pound of protein. For the past 11 years, the herd has been the first or second top DHIA herd in their county. They were named Premier Exhibitor at the Mid-East Fall National Holstein Show, Mid-East Spring National Holstein Show, Illinois State Fair and Illinois State Show, all in the past five years. Lindale Eland Frisky was Bred & Owned Champion at three National Holstein shows in 2009.

As an active member of the Illinois Holstein Association, Dale has served as president

and vice president on the state board. He is currently co-chair for the 2015 National Holstein Convention. Dale served as a national delegate eight times, and has served on the Holstein USA Nominating Committee.

Drendel is currently Prairie State Select Sires president and a director for Foremost Farms, Dairy Lab Services, and the Illinois Milk Producers Association. He is superintendent of the Kane County Fair, and past president of Illinois DHIA and his church council. The farm has hosted over 6,000 attendees at their dairy breakfast events.

Dale, and his wife, Linda, have two daughters and a son.



Jonathan Lamb

OAKFIELD, N.Y.
585.704.2501

Jonathan Lamb, of Oakfield, N.Y., received his bachelor's degree from Cornell University in 1994. After working for two years as farm manager for Alliance Dairies in Trenton, Florida, he became a partner in Lamb Farms, Inc. in New York. The farm's 5,700 cows have a rolling herd average of 26,757 pounds of milk, 962 pounds of fat, and 834 pounds of protein. Jonathan was recognized as the 2012 New York Distinguished Young Holstein Breeder, won Dairy of Distinction honors for five years, and was National Dairy Shrine's 2004 Large Herd Progressive Producer award winner.

Jonathan has served on the Holstein USA board of directors since 2009. He is the current Genetic Advancement Committee Chair and serves on the Type Advisory Committee. In

past years, he served on the Junior Advisory and Breed of the Future committees. He was a speaker at the 2012 China Emerging Markets Program in Beijing, China and the 2007 CIGAL International Dairy Conference in Guadalajara, Mexico. He is also a Holstein youth advisor and dairy bowl coach.

Lamb is on the Erie-Niagara Insurance Association board of directors, and is a past board member and chairman of the Northeast Dairy Producers Association. He has also been a delegate for Upstate-Niagara Milk Cooperative and Select-Sire Power.

Jonathan and his wife, Alicia, have been married over five years.

Candidate Perspectives

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?

Buhr: I am currently dairying on a traditional Wisconsin tie-stall dairy. One hundred percent of my animals are registered. They are classified and DHIR tested. I am enrolled in Holstein COMPLETE and do genomic testing on a portion of the herd. I utilize all of the information provided by the Red Book.

Wright: Our farm consists of 500 head of milking cows and 1,000 acres, of which 500 is cropland. About half the cows are registered. We use Holstein COMPLETE and participate in testing and classification programs. I am in partnership with my son, Josh Wright, and we enjoy the showing exhibitions and many other Holstein activities.

Maddox: We are currently dairying as part of the Maddox Dairy LP. The part that I manage is the Ruann Dairy with 1,150 milking cows that are 100% Registered with a full-time embryo transfer program and an emphasis on bull sales for natural service, domestic and foreign sales of semen and embryos. We are on COMPLETE, classify using the Limited option, register with the EASY program and with Tag ID.

Drendel: We currently milk 160 Registered Holsteins with 190 youngstock while farming 640 acres of corn, soybeans, oats, wheat and alfalfa. One hundred percent of our herd is registered. Over the past seven years, we have purchased 40 cows and 80 heifers from two local dairymen, all of which were homebred and registered.

We have an 11-cow DeLaval herringbone parlor with an index rail, weigh jars and automatic take-off units. We utilize sand-bedded freestalls as well as pasture ground. We have a separate pre-fresh free stall barn also bedded with sand. A group of 15 to 20 show cows are maintained in a tie-stall barn and fed a grain mixture and free choice hay. We also raise 15 to 20 bulls from our best cow families to sell for breeding. All young stock are raised on the farm in a group housing structure that was built in 2007. Younger calves are raised in group pens with headlocks while older, breeding age animals are pens of 15 with sand-bedded free stalls and headlocks.

Our milking herd is fed a high-energy TMR to support milk production. Cattle are fed twice a day and have access to the feed bunks 24 hours a day. Baby calves receive colostrum the first two feedings and then are switched to whole milk. A calf starter is introduced at two weeks and calves are weaned around day 75 to 90 or when they are eating about two pounds of calf starter a day. Once weaned, they are on a diet of quality alfalfa hay and grain. Breeding age heifers are fed a corn silage/haylage mix once a day with free choice hay.

We have been using Easy ID since it started and have been using Tag ID for the past 10 years. Our herd is classified at least once a year. We joined the Holstein COMPLETE program in 2008 and continue to see its benefits. We take advantage of the discounts on registrations and classifications. We have also recently started doing some genomic testing on elite females.

Lamb: Lamb Farms, Inc. is a third generation family farm located in Western New York. Our farm consists of 5,700 cows milked at three locations, and 5,200 heifers, with about 20% of the cattle in the herdbook. All of the remaining cows and heifers are identified as Basic ID animals with the Holstein Association. For over ten years, all animals born on the farm have been registered or identified with EASY. We have an extensive ET program, working with both index and high type cattle, and we actively show and market registered Holsteins.

Holstein USA programs that we are currently using are Holstein COMPLETE, 840 EID Holstein tags, classification, pedigrees, and Red Book Plus.

QUESTION #2:

Which of the Holstein Association programs and services do you find most valuable and why?

Buhr: In developing the type of animals I have strived to breed, classification has provided me with a yardstick to measure my progress, or lack of. Utilizing the type information in the Red Book gives me unbiased information to make breeding decisions.

Wright: Holstein COMPLETE makes it simple to participate in programs, with a discount. EASY registration has had the most positive effect because we are able to get calves registered in an easy and timely manner. Other programs that have possibly one of the greatest returns are youth programs and developing young leaders. Holstein has been very successful in offering and encouraging youth and youth leaders to become involved. Holstein is a great supporter of families and opportunities to work together. This helps prepare a solid foundation for the future.

Maddox: EASY program with Tag ID. It is a great advantage to have the calves registered and have custom tags in their ears before they are weaned. Being able to print their pedigree off the internet at any time is very convenient.

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 enable us to identify animals when working with them, ensuring breeding and milk records are accurate. We have been classifying our herd since the 1970s 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 the 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.

Lamb: I find the Holstein Association's core programs most useful – identifying and registering cattle. The Holstein Association has branched out in recent years to provide our industry with leadership in many different ways. Helping me manage and market my farms' genetics with official Holstein registration papers, identification with tags ordered through EASY, classification, and producing pedigrees are the programs and services I find most valuable.

QUESTION #3:

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

Buhr: I am extremely interested in genetics, both the science and the application. I would like to provide the membership assurance that methods used in genetically evaluating animals will result in successful and practical implementation on the farm.

Wright: There are probably several you could combine, kind of like Holstein COMPLETE. A respect and love of good Holstein cows, the ability to see clear in a direction we are going with a common sense approach, as well as a reverence for dairymen and farm families. We need to make sure that those providing the foundation for our industry are not put in a position of disadvantage. Those that work the hardest should be able to benefit from that hard work. I am someone with courage and can make tough decisions – honest and straightforward.

Maddox: I will bring Leadership. I have been selected to lead most of the organizations I have been involved in. My strength is communicating situations to the membership and resolving them in the members best interest.

Drendel: Throughout my years serving on various boards and leadership teams, I have learned to sit back and completely listen to both sides of an issue before forming an opinion and speaking. I feel it is important to not jump to conclusions about a certain topic before listening to the facts. I keep a level head during discussions and try to not react too quickly. I am also involved in many different aspects of the dairy industry, which helps me keep current on trends, education and policy.

Lamb: The attribute that I bring to the board is a balance in management philosophy. Our farm is larger in size, and I think that I bring more symmetry to the board in makeup of herd size. I enjoy breeding both show cattle and high index cattle, but at the same time I have an understanding of what type of Holstein cattle are needed to thrive in purely commercial conditions. In my opinion, having directors from differing backgrounds makes for a stronger board.

QUESTION #4:

In the next five years, what is the one area you feel Holstein Association USA needs to focus to ensure the Registered Holstein cow and her breeder are profitable?

Buhr: I am especially concerned with the rapid inbreeding that may occur as genomics accelerates that process because of its efficiency in looking for desirable genes. We need to put in place a system that will reward diversity, minimize the negative drag from inbreeding, and thus ensure the continued superiority of the Holstein cow.

Wright: We need leadership as we move into these changing times. Holstein USA needs to maintain its position as a trusted leader in the U.S. and world. We need to set the standard and lead in genetic evaluations. No one can do it better, with no bias, than Holstein USA. We need to be a trusted and reliable source for a common sense approach to breeding cattle. In the future, there is no question competition for the position Holstein USA holds as a leader. It is imperative we maintain that respect among cattle breeders and affiliates.

Maddox: No matter how cattle are valued, by TPI enhanced by genomics, by the showring, or by being from great cow families, the underlying source for funding all cattle and genetics is the milk check. Dairy farm profitability by receiving a fair price for milk is the key. Holstein USA's efforts have been recognized and need to continue.

Drendel: If the next five years are anything like the past five years, everyone in the dairy industry needs to focus on stability. Milk price changes and EPA regulations are all issues that need to be addressed, sooner rather than later. Holstein Association USA has done a good job of addressing the milk pricing component, but there is still more that needs to be done with it before there is a solution to the problem.

Lamb: Transitioning to the age of genomics is a challenge that is currently in front of us. It is vitally important that the Holstein Association does everything in its power to ensure our members' interests are protected as we enter into agreements concerning how our evaluations are produced. As a fair and objective player in the industry, the Holstein Association must maintain its active participation in our evaluations while working together with other industry members to produce honest indexes regarded with high integrity. In doing this, we need to remain focused on continuing to breed productive and profitable cows that will thrive in the U.S. and worldwide.

QUESTION #5:

Do you feel our current system of electing Holstein Association USA directors is adequate? Please explain why. If not, how would you suggest changing it?

Buhr: From my view, the board has always been diverse, made up of a cross section of the business. However, I believe that we should strive to make sure we have the best people on the board, no matter what part of the country they are from.

Wright: At this time, it works well. We have good representation with diverse views. The current board has a respect for dairy families that are home working. The board recognizes they are the foundation of whom we are. Some boards get sidetracked and miss the mark on the obligation to membership. This board does not, and has a sensible approach to problems.

Maddox: Experiencing the changes in governance the last ten years, the system is fine, but I think the time allotted to candidate questioning is forced and excessive. The time could be better spent exchanging ideas on industry issues and association programs. Delegate elections however, is a whole other issue.

Drendel: Yes, I think a regional system with some at-large positions is a good representation of the membership. The problem is more with having qualified candidates come forward and run against fellow friends and members. Competition is always good in any election. Whether it is a lack of time or shortage of labor on the home farm, it is unfortunate that more people do not come forward to give the delegates a choice. I think present day board members need to encourage more people in their region to be more involved.

Lamb: As a current director, I am satisfied that we have a strong board that keeps our members' best interests in mind. That said, I regard electing our association's board as the most important task for delegates who spend their valuable time traveling to annual meetings. I feel it is important for delegates to have choices as they are contemplating the members assigned with the task of setting policy for our organization's future. I would like to see a system that encourages competition so delegates have a choice when electing directors.

QUESTION #6:

What do you feel is the most important issue facing the dairy industry today and what should the Association's role be in helping dairy producers face the issue?

Buhr: Right now, the viability of animal agriculture is in economic question. Cattle are caught squarely in the food versus fuel debate as cattle ration cost is directly correlated to the price of ethanol. Holstein USA must continue to strive to make the Holstein cow the most efficient animal on earth and inspire its members to be enthusiastic defenders of animal agriculture.

Wright: Two issues. How we proceed in genetic evaluations, making sure they are reliable and useful to the breeder. If not, they become tools for everyone to profit from and the breeder is left out. This is important for the animals you not only sell, but the ones you keep.

Holstein USA has made a successful attempt to start discussion on milk use and marketing. This is an important issue because it is the foundation of the dairy business. If the U.S. cannot come to some resolve about the profitability of dairying, we won't have a business. Holstein USA entering into that discussion has had a positive outcome. Recently, I have been pleased to see leadership in cooperatives that have had the sense to encourage dairies to limit production. I compliment them. It is an example of the personal responsibility we should be taking and not asking someone else to solve the problem.

Maddox: The dairy industry is facing a historic change of control of the database of performance records. The USDA wishes to give control to the dairy industry as it is done in all other countries. The Association's role should be to help insure a seamless transition and to encourage continued contribution of quality records and evaluations to the database.

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 also need to take a stance against the Human Society before they eliminate the way we dairy today.

Lamb: The biggest issue facing the dairy industry today is the uncertain economic times that we live with. Periods of low milk prices, uncertain feed prices, questions of how our nation's political policies will affect us are all matters that will mold our future. Through leaders with foresight in our organization, we have learned that our almost 30,000 members have a voice that is regarded by our nation's decision makers, and we need to use that voice to help shape our future. Our association should remain committed to our core activities, such as registering and identifying cattle, but I believe it's also important to take strategic positions when appropriate to help shape our nation's dairy policy going forward.



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