



HOLSTEIN ASSOCIATION USA, INC.

BOARD ELECTIONS

**133RD ANNUAL MEETING
JULY 2-3, 2018**

GRAND TRAVERSE RESORT & SPA
Acme, Michigan

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 2018 Holstein Association USA, Inc. Annual Meeting for directors in Regions 5, 8, and 9, and one at-large director. Any unsuccessful regional director candidate may run for the one at-large position, if they so choose. For more information, visit www.holsteinusa.com or contact Nominating Committee staff liaison Jodi Hoynoski 800.952.5200 ext. 4261 or jhoynoski@holstein.com.

Get to Know Your Board Candidates

Region 5 Director	Jim Rickert, Eldorado, Wis. Robert (Bob) Webb, Plymouth, Wis.	920.960.9640 920.377.1079
Region 8 Director	John Andersen, Jerome, Idaho	208.221.0904
Region 9 Director	Bill Genasci, Modesto, Calif. •Rodney Paulo, Hanford, Calif. • <i>Note that Rodney Paulo has declared as a Region 9 director candidate but is not endorsed by the Nominating Committee because he has a family member employed by Holstein USA which is a conflict of interest.</i>	209.765.7111 559.362.4008
At-Large Director	John Marshman, Oxford, N.Y.	607.343.1920

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 cows you milk, what percent are Registered Holsteins® and which of the Association's programs you are currently using.
2. Which of the Holstein Association's programs and services do you find most valuable and why?
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.
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?

Candidates for Region 5



Eldorado, Wis.
920.960.9640

Jim Rickert, of Eldorado, Wisconsin, operates Rickert Bros. LLC where four generations are currently involved. The Rickland prefix was started in 1948.

Rickland has received the Progressive Genetics Herd Award for the past 23 years. They have bred and developed 135 Excellent females and have 34 Gold Medal DamsSM along with 63 Dam Of MeritSM awards.

His passion for the Registered Holstein® cow has led him to serve the Association in a variety of ways. He was on the Wisconsin Holstein Association board for six years, serving in an array of leadership positions including president. Jim and his wife Kelly look forward to welcoming you to the 2019 Holstein Convention which will be held in Wisconsin, they serve as transportation captains.

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Candidates for Region 5 (continued)

In 1985, Rickert became a charter member of the Eldorado Lions Club. Serving on church council has always been a priority for him. He served on Badgerland Financial/Farm Credit Board for eight years.

Jim and Kelly have two sons along with six grandchildren.

1. Presently we milk 960 head and farm over 2,000 acres. Our rolling herd average is over 30,000 pounds of milk, and 1,200 pounds of butterfat. Ninety percent of our herd are Registered Holsteins. Our herd is enrolled in Holstein COMPLETE® and classifies every seven months. Our herd utilizes EASY ID™, TAG ID, and Enlight®.
2. I believe classification is Holstein USA's most valuable service for our farm. I have seen this program evolve for the past 40 years since I have been in charge of classification on our farm. The linear values allow a breeder to closely evaluate traits that are measured. Each classification day is exciting and a great learning experience for a breeder. Another tool that is helpful is Enlight, which assists us in compiling and summarizing genomic results.
3. A key attribute that I possess is servant leadership. I believed early on in my life that if I was a member of an organization, I would be active and willing to serve in a role to improve the organization. During the 2008 National Holstein Convention held in Wisconsin, my wife and I were chairpersons for the Junior Convention. We have attended National Conventions for the past 15 years, where I have served as a delegate numerous times. For many years, I served on county and state DHIA and Holstein boards. I continue to be active in my church and Lions club. The experience and dedication in leading industry and community organizations have given me the skills to be a valued Holstein USA director.

One year ago, I was awarded the prestigious Wisconsin Master Agriculturist Award. Nine letters of recommendation were submitted on my behalf from industry, church and community leaders. Two of these letters included individuals that I served with: *Hoard's Dairyman* Editor Corey Geiger and Holstein USA CEO John Meyer.

4. We have always promoted the value of Registered Holsteins to fellow dairymen. On numerous occasions, I have had discussions with farmers that expanded their herds. They wanted to enhance productivity and longevity. Two herds started using Holstein ID and mating services and began using better bulls. This resulted in new members and more Association services being utilized. I have also encouraged dairymen to buy their children or grandchildren a Registered Holstein calf to

show. Many times, this has stimulated interest in our youth programs and they then started getting involved in Junior Holstein activities and going to Junior convention. I have seen this enthusiasm lead to purchasing more Registered Holsteins. Followed by these producers using more of the Association's programs. Our farm has hosted many tours and open houses. This provided another opportunity to promote the value of our Association and Holstein USA's valuable products and services.



Plymouth, Wis.
920.377.1079

Robert (Bob) Webb, of Plymouth, Wisconsin, is a third generation Registered Holstein breeder. In 1975, he took over the family operation and continued to advance their genetics. They have bred and developed a number one genomic type cow and a number eight GTPI cow.

Today, he milks 650 Holstein cows three times a day in a herringbone parlor. They recently built an approved embryo transfer facility. The top one percent of their heifer population is flushed, and the balance is used as recipients.

The farm has hosted numerous trainees from many different countries. Bill was honored as the 1993 Wisconsin Holstein Association Distinguished Breeder.

Webb is certified in the Dairy 20/20 Institute through the School of Business at University of Wisconsin-Madison. His hobbies include following the local sports teams and playing golf. He is a member of the Salem United Church.

Bob and his wife, Peggy, have two sons. Their son James manages the farm's crop operation.

1. Our operation today includes a 100% registered 650 cow Holstein herd, milking 3X/day in a herringbone parlor. We recently acquired a neighboring property and moved all of our heifers home. With this, we built an approved embryo transfer facility on this site. The top one percent of our heifer population is flushed, and the balance is used as recipients.
2. We use Holstein COMPLETE, EASY ID, Tag ID and classify 2-3X per year. I believe the most valuable services are classification, identification integrity and access to data like Enlight. I firmly believe in these programs that validate the accuracy of ID. It seems the most accurate information in genomics is the type data. This confirms the need for professional analysts that our classifiers are providing. Streamlining the registry process with EASY ID and tags that integrate with computer programs have assisted our herd. I would like to see improvement in the access to pedigree data.

- I hope to use my enthusiasm to help lead the Holstein Association forward. We have been early adopters in new technology which include embryo transfer in 1980s, genomic testing in the early 2000's and most recently individual tracking system. How genes are expressed will be the next frontier. The environment and nutrition will play a role in how the genes are expressed. This will allow the industry to zero in on the most efficient Holsteins. Continuing education is a key factor and to being aware of the diversity of the industry. The Holstein Association has done an excellent job satisfying the needs of dairymen around the world.
- We market 200 females, first and second lactation, to local dairies. Most are expanding commercial minded and appreciate quality. With the sale, the registration papers and pedigrees are sent with the buyer. We encourage them to maintain the registry and take advantage of the genetics. We have also offered show heifers to youth who don't have access to them. Many registered herds were started with the son or daughters fair calf!

Candidate for Region 8



Jerome, Idaho
208.221.0904

John Andersen, of Jerome, Idaho, is currently a managing partner of WinStar Genetics. In the past he was the general manager of Double A Dairy, Jerome, Idaho, owner of Triple Crown Genetics, Jerome, Idaho and managing partner of Seagull-Bay Dairy, American Falls, Idaho.

Andersen currently serves as Region 8 director on the HAUSA board. He is an active member

of the Idaho State Holstein Association, serving as a board member for ten years. In 2015, he led the State Association as vice president. Andersen was honored as the 2004 Idaho State Holstein Young Breeder.

Andersen loves spending time attending his children's sports and dance events. He has coached multiple boys and girls AAU and school basketball teams. His family is active in the local church. Besides having an eye for Registered Holsteins, Andersen has a hobby of breeding and racing Thoroughbred horses.

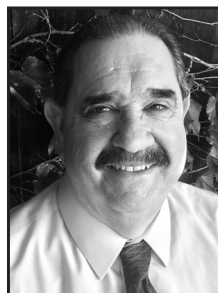
John and his wife, Caroline, have four children: Abbey, Gracie, Hilary, and Carter.

- I am currently the managing partner of WinStar Genetics. WinStar is a partnership between myself, Seagull Bay Dairy, and Cannon Dairy. WinStar owns and works with Registered Holstein cattle and utilizes all of the programs included in Holstein COMPLETE.
- The program that I find most valuable is the EASY ID program for registering and ordering custom

tags. This program allows us to register calves and order a custom tag in one fairly simple process.

- I believe that my experience with managing large commercial dairies as well as my involvement of breeding and marketing registered cattle gives me a unique perspective to the dairy and Holstein industries. I have had extensive interaction with various sizes of dairies and philosophies of breeding cattle. I feel that this brings value to helping lead our industry into the future.
- I have had the opportunity on several occasions over the years to help dairyman that I have done business with, get started working with the Holstein Association through genomic testing and registering animals. The interest in genetics within the dairy industry has never been greater. I feel the opportunities our Association will have in the future to develop new relationships are countless.

Candidates for Region 9



Modesto, Calif.
209.765.7111

Bill Genasci, Modesto, California, graduated from Fresno State College with a bachelor's degree in dairy science. Upon graduation, he returned to work on his family's farm, Genasci Dairy Inc.

Genasci worked for All-West Select Sires for 22 years. He is now in partnership with his brother and cousin where they currently milk 1,200 cows under the Gen-Ace prefix.

Bill has been a member of the Holstein Association for 47 years. He served as a Stanislaus County director, president, chairman and as a director of the California Holstein Association. In 2009, Gen-Ace Holsteins was named California's Outstanding Senior Breeder.

Genasci served as an Annual Meeting delegate, a member of the type advisory committee, and was co-chair of the 2009 National Holstein Convention held in Sacramento, California.

Bill and his wife, Susan have been married for 48 years. They have four sons, Andrew, Kevin, Matthew and Grant.

- My grandfather, Ceasar Genasci, began milking cows at our current location in 1916. We celebrated our 100th anniversary in April 2016 with a sale. At that time, we were milking 1,550 cows with a rolling herd average of 27,000 pounds of milk, 1,005 pounds of fat and 812 pounds of protein. We sold 1,340 head, (1,300 milking age), to six different states. Two years later our heifers have calved, and we have chosen to hold our herd size to 1,200

Candidates for Region 9 (continued)

milking cows. 94 percent are 1st and 2nd lactation. 85 percent are registered, and the rest are on Basic ID. We classify everything over 87% RHA. We are on Holstein COMPLETE, do a Limited Classification three times a year, use Holstein ID tags, and work with the area representative in registering our calves with the EASY ID program.

2. The Holstein COMPLETE program allows us to use many of Holstein's services at a reasonable cost. Our breeding philosophy has remained pretty consistent over the years. We have bred for milk, functional type, good udders, and cows that will last and transmit to the next generation. The classification program has been essential in evaluating our progress. We also believe in deep cow families, so we often order pedigrees. Using the Holstein tag program, coupled with registering our calves at a young age through the EASY program has increased our accuracy of identification. I would be remiss if I didn't thank the field representatives who have helped us in using the Holstein programs.
3. I believe having an open mind is an attribute that will serve me well if elected to the Holstein board. I have had the honor of serving on a national board and have seen firsthand the scope and diversity of the American dairy industry. As the direction of the Association is being discussed, I will be able to listen to all sides before making a decision. Having served on several boards, I have learned how to express my opinion in such a manner as to keep the lines of communication open between board members, appreciate the diversity of opinions within the board, and come to the solution that will best serve our members.
4. In visiting with other dairymen, I have tried to promote the value of knowing the parentage of the animals they own. I firmly believe that like begets like, and information is priceless. The dairymen in our area that have survived are far better managers than they were in the past. They understand the value of genomic testing, superior genetics, nutrition, and cow comfort, but if they are going to pay for the services that Holstein can supply, they will need to understand where the value lies in those services. We will need to quantify the value of our services in a way that potential customers can see a financial reason to invest their time and money in registered cattle and the programs offered by the Holstein Association.



Hanford, Calif.
559.362.4008

Rodney Paulo, of Hanford, California, got his start in the Registered Holstein business on his family's dairy. Alongside his brother, Rodney is the owner of 4th generation family dairy, Paulo-Bro Holsteins. In addition to his duties on the farm, Paulo is the dairy program specialist for All-West Select Sires.

One of his early accomplishments was winning high individual at the state FFA judging competition in 1985. He took his dairy judging interest and focused on the purchases, promotion and sales of top quality genetics.

Paulo has been involved with the California State Holstein Association. He has served as a board member, chairman for the State Holstein sale, and co-chaired the Western Classic Dairy Show.

He continues to serve his community by working and coordinating with others in various non-dairy related activities. He is a past director for All-West Select Sires. Rodney and his wife, Kari, have been married for 28 years. They have two children.

1. My brother Ed and I own and operate Paulo-Bro Holsteins and Jerseys, a 650-cow all registered herd. I am also a partner with my daughter Lacee in Designer-Genes Holsteins and Jerseys. Association programs we use or have used include; classification, TriStarSM testing through Agri-Tech Analytics, Red BookTM, Holstein COMPLETE, EASY ID and Enlight. The Paulo-Bro herd has bred over 250 homebred Excellent cows and close to 1,800 Very Good cows over the years.
2. The Holstein Association program I deem most valuable is Classification. Building a deep pedigree with many generations of VG and EX has always been the most challenging and rewarding aspect of registered cattle breeding for me. The information provided by a HAUSA pedigree allows me to make better informed purchases and breeding decisions.
3. A key attribute I would bring to the board is my ability to understand and relate to the many different challenges and circumstances breeders from every region of our membership face. I have had as many as 1,200 registered animals down to 200 and have participated in national sales and shows across the country. The friendships and relationships attained span from coast to coast and border to border and beyond. My eagerness and willingness to listen to my fellow members has always been my top priority.
4. I try to recruit new members or keep current members active by simply telling them why I use HAUSA services. I try to relay the joys of the camaraderie I feel when being with like-minded

Association members. I explain the increased value of our herds through the usage of the offered programs and how it can help us reach our desired breeding goals. Most importantly I explain how these services keep me interested and informed and allow me to have cows with a face and a name to go with that face not just an ear tag number on a computer printout.

- *Note that Rodney Paulo has declared as a Region 9 director candidate but is not endorsed by the Nominating Committee because he has a family member employed by Holstein USA which is a conflict of interest.*

Candidate for At-Large Director



Oxford, N.Y.
607.343.1920

John Marshman, of Oxford, New York, has been an owner/member of sixth-generation Marshman Farms LLC, since 1987. They have 425 cows and crop on their 1,000 tillable acres. He is responsible for the farm's daily operations and overall financial management. The cattle are bred under the Tiger-Lily Holstein prefix.

Marshman has a bachelor's degree in animal science from Cornell

University and is a 2001 graduate of Cornell University Dairy Executive Program.

Marshman currently serves as At-Large director on the HAUSA board. John has been involved in many Holstein activities over the years and he was chair of the New York Holstein finance committee and part of the 2016 National Holstein Convention tours committee. He has held various leadership positions with the Chenango County Holstein Club.

Marshman is a member of the Chenango County Ag Society board of directors. He enjoys several sports and spending time with his family.

John and his wife, Shelia, have a daughter, Lily.

1. I am currently the owner, along with my brother David, of Marshman Farms LLC. We dairy in upstate New York, south of Syracuse and north of the Pennsylvania border. We have 425 milking age cows and 400 replacements housed in free stalls, milked 3X through a double 12 parlor. We crop 1,000 acres to supply forage and some corn grain for the dairy. We have a great staff that helps us strive to reach our goal of being a profitable dairy. All our animals are put in the RHA herdbook and we are enrolled in Holstein COMPLETE using most all the Holstein programs including processing our records through ATA.

2. Identification is by far the most important service that Holstein USA supplies to our farm. We could not manage anything on our dairy without Holstein's identification program. It is like the center of the wheel of data that drives our dairy. The information we analyze and management decisions we make are the spokes.
3. My ability to stand back and look at situations and solve problems is an asset to the organization. I characterize myself as an analytical person. This has worked well in the past in my role as a director. I like to come to a conclusion. I like to see things come to an end. These are all strengths which have benefited the Holstein board as we deal with a large number of issues all at the same time. I have enjoyed my time on the audit committee both as a member and now as chairman the last year. I feel this group of very talented individuals has been very progressive in managing our financial situation while at the same time keeping with the conservative roots of our organization. It has been a pleasure and privilege to work with and help guide this committee.
4. I have been able to encourage Holstein programs in several areas. First, as the father of a young and very active 4-H member, I have helped many of the 4-H dairy families realize the benefits of owning Registered Holsteins. Additionally, I am involved in several groups that are comprised of mostly larger freestall dairies. I have been able to help several of these dairies see the benefit of our Tag ID/Basic ID system. There is tremendous potential and growth for both dairy operations and Holstein USA.



Holstein Association USA, Inc.

1 Holstein Place, PO Box 808 • Brattleboro, VT 05302-0808

800.952.5200 • www.holsteinusa.com