



HOLSTEIN ASSOCIATION USA, INC.

2023 BOARD ELECTIONS

**137TH ANNUAL
MEETING**

JUNE 26 - 27, 2023

GRIFFIN GATE MARRIOTT RESORT
Lexington, Kentucky

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.

Delegates will elect Holstein Association USA, Inc. directors in Regions 1, 4, 6 and one at-large director. Any unsuccessful regional director candidate may run for the at-large position. For more information, visit www.holsteinusa.com.

Get to Know Your Board Candidates

Region 1 Director	Betsy Bullard Turner, ME 207.713.5145 bbswbullard@gmail.com
	Justine Kelsey Canastota, NY 315.447.0042 kelsey.justine@gmail.com
Region 4 Director	Randy Inman Mount Crawford, VA 607.643.2988 marbilfarms@yahoo.com
	Scott Yocum Salvisa, KY 859.583.2945 Scott@dbl-s.com
Region 6 Director	Spencer Hackett Rice, MN 320.267.3180 spenett@jetup.net
At-Large Director	Greg Andersen American Falls, ID 208.339.0904 greg@seagullbaydairy.com
	Trent Henkes Luana, IA 563.880.1014 Tlhenkes@neitel.net
	Andy Lenkaitis Saint Charles, IL 630.200.8617 andy.lenkaitis@gmail.com
	Brian Olbrich Harvard, IL 815.482.7426 holbricholsteins@hotmail.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. What do you believe are the biggest challenges facing the Holstein Association USA today, and specifically, how do you think they should be addressed most effectively?
3. Personally, what do you do to help increase the value of Registered Holsteins?
4. Looking at your own herd and involvement, do you think you will be registering more Registered Holsteins five years from now than you are today?

Region 1 Director Candidates



Turner, ME
207.713.5145

Betsy Bullard, a Turner, Maine native, graduated from Cornell University in 1996. After seven years at Cargill Animal Nutrition, in 2000 she and her husband Bill returned to Brigeen Farms, the Briggs family farm in existence since 1777. Since 2000 the farm has evolved from 60 to 500 cows and transitioned to Betsy and Bill's ownership. Betsy's role centers around the breeding program and cow care for this entirely

Registered Holstein herd, including an active IVF/ET and show program.

Betsy has served as President of both the Pine Tree Holstein Association and the New England Holstein Association, and has represented Maine as a delegate to the National Convention for several years, including 2023. She is a class four graduate of the Young Dairy Leaders Institute and Cornell University Dairy Executive Program.

Additionally, Betsy has served as a director for the Maine Dairy and Nutrition Council since 2018 and is also a director for the Maine School Management Insurance Trust. Brigeen Farms, and "Farmer Betsy" have served as an Adopt A Cow host farm in 2022-2023, reaching over 500 classrooms across Maine.

Betsy is married to Bill and has two children, Sydney and Will, who are actively involved in youth programs related to the dairy industry. As a family, they also own Canty Cow Creamery, an on-farm micro creamery that serves delicious frozen custard made from their high-quality milk.

1. Co-owner of Brigeen Farms, Turner, Maine, a family farm in existence since 1777, which has evolved from 60 cows in a tie stall in 2000 to our current 500 cows with a RHA 3X 31,152M 1,200F 980P. We are an entirely Registered Holstein herd, with active IVF/ET and show programs. Both children are involved in youth programs including Dairy Bowl and Dairy Jeopardy. In order to better understand our end customers, and as a great excuse to eat more ice cream, our family added Canty Cow Creamery in 2019, an on-farm micro creamery serving delicious frozen custard created from our own high-quality milk.

2. The greatest challenges facing Holstein USA are how best to continue to adapt to a rapidly changing dairy landscape in a manner that is responsive and valuable to members. This requires continuing investments in staffing and maintaining those personal supports to dairy producers utilizing Holstein products and services to continue to position our brand and our business for success in the future. We must ensure that our core competencies around maintaining pedigree information and type data earn their place as the gold standard and their value is well characterized and

communicated to the greater dairy producing industry. A Million Reasons Why Conformation Matters is a great example of packaging the tremendous stores of data our members' work has created into an effective communication tool to better insert ourselves into the data-driven conversations in our industry. This need dovetails with connecting our strong junior programs to "adult" success and involvement and listening to members to align products and services the marketplace is interested in. Our business is one of myriad connections – maintaining and building those connections to provide the leadership, information, and services our mission indicates makes for an exciting future.

3. Accurate records are the cornerstone of the value inherent in Holstein products, so we continually work to ensure accurate on-farm identification, verified and better characterized through genomic testing, and utilize pedigree and genomic information to continue to improve component yields and health performance for greater profitability and to meet our larger dairy industry goals of long-term sustainability. We support and contribute to state and regional Holstein activities, ensuring that networks strengthen, including shows and sales. Youth sales and the subsequent involvement with those families have been truly rewarding as an opportunity to share our enthusiasm around pedigrees and particular cow families as well as working to share opportunities within the dairy industry. Consistently advocating for the value of Registered Holsteins and communicating those details to other dairy producers through a variety of activities rounds out my work in increasing the value of Registered Holsteins.

4. We anticipate milking more cows than we do today, so we will undoubtedly register more Holsteins five years from now than today. Today's Registered Holstein offers built in risk management in the high degree of confidence we have around her future performance, so she is a perfect fit for profitable and sustainable dairies.



Canastota, NY
315.447.0042

Justine Kelsey, of Canastota, New York, received a bachelor's degree from Cornell University and a juris doctorate degree in Agricultural Law from Western Michigan University. After working in litigation for three years, she returned to the dairy industry and became an expert in animal welfare, focusing on facility design, farm management, and cow-based welfare metrics including lying behavior and

locomotion performance.

Justine is the herd manager of Monanfran Farms Inc., her family's dairy with 200 lactating cows. The prefix Monanfran is one of the oldest in the Association and can trace their animals back to the original herd imported by Garrett Smith Miller to Peterboro, NY.

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Region 1 Director Candidate (continued)

Justine manages herd health and genetics and also runs her consulting business, Kelsey Dairy Consulting, where she focuses on cow comfort, design, and formulating diets to maximize productivity.

Justine is certainly no stranger to the association, having served as a New York delegate and receiving the National Distinguished Junior Member title in 2005. She's now chairwoman of the Publications Committee for the New York Holstein Association and has previously served on the World Dairy Expo Showmanship committee for over five years.

Having a love for shows and appreciating the value of a good cow, Justine exhibits at many regional, state, and national shows. She has bred numerous All-American and All-Canadian nominations as well as developed and prepared many animals for other breeders. Often, you'll find Justine volunteering with youth programs and mentoring young dairy professionals.

1. Yes, I currently dairy with my parents, Amy and Maurice Kelsey. We own and operate Monanfran Farms in Canastota, NY, where we milk 200 head of Registered Holsteins, Red and Whites and a few Jerseys. We crop approximately 900 acres of corn, soybeans, hay crop and oats that we utilize for feed and sell the excess. We utilize many of Holstein USA's programs including Holstein COMPLETE, classification, genomic testing, Tri-Star and pedigree services. We run an active marketing program including the sale of heifers and embryos domestically and internationally.

2. There are many challenges our association and industry faces and it's not easy to just pick one, but as a young person in the business, one of the biggest challenges facing Holstein USA is getting young producers to stay involved and understand the value of Registered Holsteins. We have many juniors that don't participate in Holstein Association activities after they age out of junior programs and the future of the association requires young members to become active. Holstein Association USA gets great participation in programs like YDLI, but ultimately, we need more young people to understand the value of Registered or identified Holsteins for their own operations. Holstein Association USA has been successful with their RFDTV and Facebook campaigns, but our next generation lives on platforms like TikTok and Snapchat. We need to do more to demonstrate the value of Holstein USA, its programs and its resources on these platforms and target youth demographics that are the future of our business. We need to energize our youth to see that Registered Holsteins are the future.

3. Many of the farms I consult with are owners under 40 that do not understand the value of Registering or tracking genetic progress through Holstein's programs. I get asked many times—what does this paper get me or how does classifying help my bottom line? Often, it ends up being a conversation of how we can improve genetic gain and overall production performance by

tracking parent average; how to use genomic results to address reproductive plans for inventory control; or using classification to improve locomotion and lameness parameters on farm. As an association, we need to do more to educate on the value of Registered Holsteins to improve production and performance efficiencies. So personally, I take a one-on-one approach with every dairy I'm on to see where the value proposition is in an effort to demonstrate why Registered Holsteins are profitable. I also have an active marketing program of my own cattle through various embryo sales domestically and internationally. The value of Registered Holsteins doesn't just stop at the U.S. borders, but the promotion of U.S. bred Holsteins needs to ring around the world. You cannot market internationally without genomic testing and that's where Holstein USA plays a role internationally for the everyday breeder like myself.

4. We will not likely be growing our cow numbers as we are content with our current size. If anything, you will see our business diversify with marketing and producing a product on farm. We have a great opportunity where we are located, to put up a farm store or have an ice cream/coffee truck. Since all of our cattle are Registered on our farm, we plan to continue to register our cattle as we see the value in genetic gain, family history, production performance parameters and the network/resources the Holstein Association provides.

Region 4 Director Candidates



Mount Crawford, VA
607.643.2988

Randy Inman, is a farmer and community leader from Mount Crawford, Virginia. He grew up on his family's dairy farm in Bovina Center, New York. Randy graduated from high school in 1979 after attending tech school for Ag Mechanics.

Throughout his career, Randy has been actively involved in the farming community. He served in several leadership roles for the New York and Virginia Holstein Associations, including as President, Vice President, and Delegate to National Holstein Convention. Additionally Randy Served as the Virginia Sale of Stars Chairman for ten plus years. Randy was also named the New York Holstein Association Distinguished Young Breeder in 2001 and became a 50+ Year New York Holstein Association Member in 2007.

In addition to his farming activities, Randy has been active in his local communities. In New York, he served as the Bovina Center Town Councilman for 25 years, a volunteer firefighter for 25 years, and a Delhi Community Church Board Member. In Virginia, Randy has been a Deacon and Pastors Council Member for 12 years at Crosslink Community Church.

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Region 4 Director Candidate (continued)

Randy has been married to his wife, Lynette Inman, for 43 years, and together, they have three grown children: Kendra Lamb (Matt), Karen Hewitt (Jason), and Brian Inman (Emma), and 8 grandchildren. Today, Randy and his family continue to operate their dairy farm in the beautiful Shenandoah Valley.

1. We have a dairy farm in the beautiful Shenandoah Valley. Our farm was started by my parents Bill and Mary Inman in 1957. Currently it is owned by my wife and I and my mother Mary. We are blessed to have our daughter Karen, her husband Jason and their family on the farm with us. We are milking 450 Registered Holsteins with an RHA of 30,198M 3X a day. We are on Holstein COMPLETE and register all of our animals with EASY. We classify every seven months. We own 325 Acres and work an additional 300 acres.

2. We need to keep the value in the Registration Paper. With our rapidly changing industry we have to compete to keep our costs down for farmers while keeping updated and accurate information. Having the statistics and information available to us through the genomic industry has helped many farms to be more selective with which animals to breed and what traits they desire most. With rising costs to raise an animal it is making it easier for farmers to choose which animals they should cull. I believe we need to do a better job promoting the Holstein Association and what programs they offer.

3. I have been able to help several registered breeders wanting to exit the industry find a buyer that valued their lifelong breeding program. I also raise and sell registered breeding bulls. My buyers see a definite difference in the quality of registered bulls vs grade bulls and their offspring!

4. I definitely believe our farm will continue to grow and we have every intention of continuing to register them all.



Salvisa, KY
859.583.2945

Scott Yocum, a native of Salvisa, Kentucky, graduated from the University of Kentucky and received a Bachelor of Science degree in Animal Science. During his time in college, he was actively involved in various organizations such as the FarmHouse Fraternity, Dairy Club, and Student Government.

Scott has worked at Double S Liquid Feed Services Inc. for 24 years, where he has held several positions. He started as a Market Development Specialist, worked as an Eastern Region Sales Manager for three years, and has been the National Sales and Marketing Manager for the last 14 years.

In addition to his professional work, Scott is also

highly involved in the Kentucky Holstein Association. He is the Chairman of the 2023 National Convention Committee and is a member of the Kentucky National Sale Committee.

Scott and his daughter, Katie Darnell, run The Braxton Company, which buys and sells Holstein heifers. They are ramping up their ET operation and concentrating on well-known cow families and popular bulls. The Braxton Company is an entirely Registered Holstein herd and is active in bidding and buying at sales around the country. Scott and Katie also donated the first cow to the Western Kentucky University SmartHolstein Lab, as they believe in the importance and need for the research being done there.

1. Katie and I currently run The Braxton Company, using the Braxco prefix. We buy and sell Registered Holstein heifers and recently began keeping a few cows to breed from. We concentrate on well known cow families and popular bulls. We are ramping up our ET operation and look forward to having more calves with our prefix to sell. We are an entirely Registered Holstein herd and we use the COMPLETE program, classification and genomic testing.

2. I think there are two challenges facing Holstein USA. One is staying in front of ever changing technologies to be the service provider of choice for animal ID and other opportunities as they arise. The SmartHolstein Lab at WKU is a wise investment that needs to be well supported and having a trained, adequate field support staff to provide customer support is critical. Two is making sure, as the industry consolidates, that young people from outside the industry see the opportunities in dairy and with Registered Holsteins. Like myself and so many others that didn't grow up on a farm our introduction to Registered Holsteins was through judging and local shows. Holstein should expand the YDLI program and help sponsor and promote youth judging and shows, particularly in the fringe dairy states.

3. We are active bidders and buyers at sales around the country. We are working to breed cattle that have crossover appeal in the production and type worlds. We donated the first cow to the WKU SmartHolstein Lab because we believed in the need for this research and to make different genetics available to the project.

4. I am certain we will be registering more cattle in five years as our operation evolves from buying and selling to buy, breed, and sell. We have identified four foundation animals to base our future on and look forward to having multiple offspring from each and to provide an opportunity for the next generation to have a place in the industry.

Region 6 Director Candidate



Rice, MN
320.267.3180

Spencer Hackett, from Rice, Minnesota, discovered his passion for Registered Holstein cows while working on his parent's farm. After marrying Stacey, they ventured out on their own, renting a farm to start their own dairy operation. Eventually, they formed a partnership with Spencer's parents, taking over the dairy portion and expanding the herd.

Today, under the Melarry prefix, Spencer and Stacey milk 170 cows with an impressive 106.9 BAA. The herd has a production record of 26,038 pounds of milk, 1,104 pounds of fat, and 873 pounds of protein. Spencer revels in every aspect of the Registered Holstein business, particularly the challenge of improving each generation over the previous one.

Spencer's devotion to the Holstein community extends beyond his own herd. He has served as the President of the Minnesota Holstein Association for two years and his county's Holstein club for nine years. Additionally, he served on the Minnesota State Holstein board, holding various positions such as Chair of Breed Activities and Vice-Chair of Sales. Spencer and Stacey were honored as the 2005 Distinguished Young Holstein Breeder and the 2011 PDCA's Distinguished Breeder.

Aside from his Holstein work, Spencer also volunteers with his local co-op boards and remains actively involved as a 4-H volunteer, particularly in auction and livestock committees. He is also a devoted member of the Graham United Methodist church.

1. Yes, I am currently operating a dairy farm along with my wife, Stacey, two sons, and seven grandchildren. We milk 170 cows and farm 1,000 acres. We are an entirely Registered Holstein farm utilizing all the programs of Holstein USA including EASY ID, Tag ID, classification and genomic testing.

2. I believe the biggest challenges facing Holstein Association USA today are keeping the programs growing and collecting data to keep them all on a level evaluation system that is as independent as possible. As we collect more data, the information becomes more accurate, which we all rely on to make informed decisions that ultimately make the most profitable cow to put in our barns going forward.

3. I believe the way to increase the value of Registered Holsteins is concentrating on deep pedigreed cow families. I have seen and learned the value of deep pedigrees for long term breeding of profitable cows. We can use tools such as classification, official records and genomic testing to help us make the best matings going forward. When investing in breeding stock it's important that there are deep pedigrees behind them.

4. Yes, I do believe we will be registering more Registered Holsteins in the future to increase our cow numbers. Registered Holsteins are a big part of our business and I see the importance of a profitable Registered Holstein. We will probably never be a large dairy but will continue to concentrate on generating as much profit per cow as we can, which would not be possible without the Registered Holstein.

At-Large Director Candidates



American Falls, ID
208.339.0904

Greg Andersen, is a successful dairy farmer and a prominent member of the Idaho dairy community. He earned a Bachelor of Science degree in Animal Science from Brigham Young University in 2003. That same year, he became a managing partner at Seagull Bay Dairy, where he currently manages 2,500 cows. Greg's leadership has earned him recognition as the 2014 Distinguished Young Holstein

Breeder. Seagull Bay Dairy has received the Progressive Genetics Herd Award for 21 consecutive years.

In 2017, Greg became the managing partner at WinStar Genetics, where he currently oversees 500 cows. The farm has also earned the Progressive Genetics Herd Award for seven consecutive years. Greg is also an active member of the Idaho Holstein Association, serving on the board since 2021.

Outside of dairy farming, Greg has been involved in various community activities. He served on the board of the Idaho Dairyman's Association from 2013 to 2019, is a current member of the Power County Farm Bureau Board, and serves on the Local Advisory Committee for AgWest Farm Credit.

Greg is married to Gwen Williams Andersen, and they have six children: Lydia, Wyatt, Amy, Dallin, Corbin, and Eden. Greg's passion for dairy farming and his dedication to the industry have made him a well-respected leader and role model in the Idaho dairy community.

1. At Seagull Bay Dairy, we milk 2,200 cows at two locations with about 250 of those cows being registered. We utilize the Tri-Star records program and we classify our cows annually. Our WinStar herd consists of approximately 500 cows with nearly all of them being Registered Holsteins and we utilize the Holstein COMPLETE program.

2. Our dairy industry is changing at a rapid pace. Market forces and technological advancements present new challenges and opportunities for all dairies. Holstein USA will need to continually

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At-Large Director Candidate (continued)

adapt to the needs of our members by providing relevant information in easy-to-use formats.

Holstein Association USA must continue to collect as much phenotype data as possible to ensure and improve the reliability of our genetic evaluations. Our current programs to collect type data should be continued. We should also explore innovative ways to collect linear measurements using emerging imaging technology. Wellness data – especially lameness resistance – should also be pursued. As the rate of genetic progress has increased in recent years, Holstein Association USA should also lead an effort to make genetic rollbacks an annual occurrence. Holstein USA must also recruit and develop top talent to be ready to replace any of our qualified staff who may retire within the next five years.

3. The U.S. Holstein is the best cow in the world. My breeding mission is the pursuit to make her even better. Increased production ability coupled with improved fitness and profitable type will increase the demand for U.S. Registered Holsteins. Selection for the polled trait and favorable casein profiles are also a focus of our breeding vision. Because merchandising is important to the advancement of our breed - we export groups of embryos annually to international buyers and we consign and buy at several sales throughout the year.

4. Over the next five years I believe that our herd size will increase and that our percentage of Registered Holsteins in our herds will also increase.



Luana, IA
563.880.1014

Trent Henkes, Trent Henkes is a fifth-generation dairy farmer who was born and raised in Luana, Iowa. He graduated from Iowa State University in 1984 with a Bachelor of Science degree in Dairy Science. Upon graduation, Trent returned to his family's dairy farm, Henkeseen Holsteins, where he has been the owner and operator for the past 37 years.

Henkeseen Holsteins is home to 65 registered Holsteins and ten Milking Shorthorns. In 2022, the farm was ranked as the top BAA herd in Iowa and the fifth-ranking BAA herd in Region Six. Henkeseen Holsteins has been honored with the Progressive Breeder Registry Award for 22 years and the Progressive Genetics Herd Award for 18 years.

Trent is an active member of the Holstein community, serving in various capacities in the Clayton County Holstein Association, District Holstein Board, and the Iowa Holstein Association Board, where he also served as President. He has also been recognized for his contributions to the Holstein industry, being named Holstein USA's 2001 Distinguished Young Holstein Breeder and inducted into the Iowa Holstein Hall of Fame in 2017.

In addition to his Holstein-related activities, Trent is involved in several other community organizations, including the Iowa State University Agriculture Extension County Council, Clayton County Dairy Promotion Committee, and Norway Lutheran Church. Trent is married to Leslie and has two children, Leah and Matt, and three grandsons.

1. I am the owner and operator of Henkeseen Holsteins along with my son, Matt. He's the 6th generation on the farm. We currently milk 65 Registered Holsteins and ten Milking Shorthorns. We are an entirely registered herd, which is 95% homebred, consisting of 29 Excellent, 25 Very Good, and 2 Good Plus, with a 111.7% BAA and classify every 7 months. I have bred 177 Excellents, 23 Dams of Merit, and 21 Gold Medal Dams. I have been a Progressive Breeders Registry herd for 22 years and a Progressive Genetics Award herd for 18 years. We have sold over 50 bulls into AI studs and have marketed embryos worldwide. We sell breeding bulls to dairymen and have also taken advantage of Marketplace Sires and have had daughters calve in from these bulls. We show regularly at local, district, state, and national shows, and consign high-quality animals for breed sales and dairy cattle auctions. We were a pilot herd for Holstein COMPLETE, which helped up develop quality animals for our herd and for merchandising.

2. One of the biggest challenges facing Holstein Association today is the shrinking number of members and registered cows. We also need to work to increase the value of all Registered Holsteins not just the elite high end genomic cattle. We need to keep our membership strong and promote the advantages and benefits of registering Holstein cattle. We need to continue to work with the other breeds to merge and consolidate and streamline our resources. In the shrinking dairy segment of agriculture, we need to pull everyone in to work together whether it's other breeds or commercial breeders. A strong field staff can strengthen our association. Nothing replaces personal contact to potential members and will provide more support for current member relations.

3. We promote our cattle on social media platforms, in print media and interaction with people we see daily. A positive image is vital to good marketing. Our barn and cattle are tour ready every day. The cattle are comfortable, clean, clipped regularly and feet trimmed on a schedule. Each cow has an up-to-date pedigree sign above her stall to help answer any marketing questions. We encourage other Holstein dairymen to register their animals or purchase registered animals. We strive to give the cattle the upmost care and comfort. This is especially true when we are at shows. This provides a positive experience for consumers which promotes an interest in cattle and hopefully increase consumption of dairy products. An exciting opportunity we enjoy is getting non-farm youth involved in the Share-A-Heifer programs. The youth work daily with the animals on the farm and then are allowed to show them.

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At-Large Director Candidate (continued)

4. Personally, I feel that we will maintain about the same size herd as we currently have and most definitely with all registered cattle. With the limited amount of land and a small labor force I don't foresee us getting much larger. Being a small family farm is something that is important to us and we are proud to move forward in that capacity. We will continue to improve our genetics and type which will keep the value of our cattle very profitable. This will enable us to continue to market females, bulls and embryos. Hopefully we can increase our production, improve our components and quality of milk produced per cow.



Saint Charles, IL
630.200.8617

Andy Lenkaitis, is a Licensed Professional Engineer and dairy farmer from St. Charles, Illinois. He graduated from the University of Illinois with a Bachelor of Science in Agriculture Engineering and a Bachelor of Science in Agriculture Science in 2005, and a Master of Science in Agriculture Engineering in 2007.

Andy has worked for GEA Farm Technologies since 2008, where

he has held several positions, including Environmental Sales Engineer, Environmental Systems Engineer, Global Product Manager for Manure Equipment, and most recently, Herd Management Systems Engineer. In his current role, Andy is responsible for the operational success of conventional and robotic milking systems.

Andy is also actively involved in the Holstein community, where he is a current State and National Holstein member and was a National Distinguished Junior Member Semifinalist in 2004. In addition, Andy has been recognized for his contributions to the agricultural industry by being named a 2022 Illinois Top 20 under 40 Farmer and receiving the "New Faces of ASABE" Honoree award in 2010 from the American Society of Agricultural and Biological Engineers (ASABE).

Andy is married to Sarah Lenkaitis and has two children, Lucas and Norah. They operate an 80-cow Registered Holstein farm and regularly host tours for outside community and agricultural groups. Lenkaitis Holsteins was nominated for the 2019 Innovation Center for U.S. Dairy Sustainability Award and were recently honored with the 2022 Illinois Holstein Junior Breeder Award.

1. Sarah and I are the second generation at Lenkaitis Holsteins. While this is the farm I grew up on, I was away for several years during college and following graduation. In 2014, Sarah and I took over management. We constructed a new free stall barn with two GEA robotic milkers in 2018, and we purchased the farm from my parents in 2021. Today, Sarah runs the day-to-day operation while I work full-time off the farm advising dairies on milking

equipment and herd management. Our entire herd is registered, and we utilize Holstein COMPLETE and EASY ID. We were the first GEA robotic farm to utilize the AgriTech Analytics AMR to process our milk records. We have enjoyed acquiring animals from cow families of interest while working to grow our herd. We have bred several excellent cows and were excited to have an Excellent-94-3E red cow in our herd.

2. I believe I can provide a diverse perspective through both owning and operating my family's dairy farm and working alongside farmers coast-to-coast through my job. The overarching challenge for the association is adding value for all stakeholders. Managing data is critical to provide accurate analytics of breed progress, regardless of individual farm business strategy. In addition, Holstein USA must continue to both enhance and expand offerings to highlight the impact of the association that members can leverage and promote the increased value of the Registered Holstein cow. The association must understand and address the depth and diversity of the membership with its offerings – from providing commercial dairies with data and tools to manage their genetics while also providing visibility for others to highlight their type-focused animals or unique farm enterprises that add to their dairy business.

3. Our biggest asset is our unique location as we are an hour west of Chicago. We have adopted an open-door policy. It is not uncommon for us to have several tours scheduled each week, especially during the Spring and Summer. We have hosted 4-H clubs, FFA chapters, school science classes, senior groups and local politicians. We also work closely with GEA, Midwest Dairy and Dairy Management, Inc. to host groups, including dairy farmers. We focus on sharing our story surrounding the technology we use and data we collect. We explain how it supports both our day-to-day and our longer-term goals of genetic progress, herd development and providing a high-quality product to consumers. In addition, we have had several employees and interns on our farm looking to gain experience with Registered Holsteins and technology. We look forward to growing our participation in shows as our children get older.

4. Yes, we will. Over the last ten years, Sarah and I have been focused on building the framework needed to make our farm sustainable for the future. Now, with our new facility and farm transition complete, we will work to grow our herd to approximately 100 milk cows as feed and land becomes available. All of our animals are currently registered, and we will continue this in the future. As we look forward, our goal is to acquire and breed Registered Holsteins that can flourish in our automated facility and make potential show calves for us to market and for our children to enjoy. I also always enjoy talking cows and the value of Registered Holsteins with the dairy producers I support during my work travels.



Harvard, IL
815.482.7426

Brian Olbrich, has been involved with his family's Holbric Holsteins for 32 years, as the third generation to operate the farm. The family has farmed at their current location in Northeastern Illinois' McHenry County since 1929, where they currently house 180 cows. The Holbric breeding program aims to breed long-lived, productive cows that are competitive at all levels and transmit those traits

over generations. In the last 31 years, the Olbrichs have produced over 120 All-American and Junior All-American nominations in the Black and White and Red and White contests.

Brian is an active member of the Illinois and McHenry-Lake County Holstein Associations, having held positions as President and Vice President for both. He has been on the Illinois Holstein Association's Executive Committee for ten years and played a role in planning the 2015 National Holstein Convention. He received the Illinois Junior Breeder Award in 2007, served on the Holstein Type Committee for two years, and attended the National Convention multiple times as a delegate.

Brian earned a Technical Agriculture Bachelor's degree from UW-Platteville in 1991. During his time at college, he was a member of the collegiate dairy judging team and won the high individual title at the 1990 North American International Livestock Exposition Collegiate Dairy Judging Contest.

Outside of his work in the dairy industry, Brian has served on the Board of Trustees for the First Presbyterian Church of Harvard. He and his wife, Mary, have three children: Morgan, Adam, and Peyton.

1. My brother, Mark, and I operate Holbric Holsteins, where we milk 180 head of registered cows: 165 Holsteins and 15 Jerseys. Our milking herd is housed primarily in free stalls, with the recently fresh and special-needs cows housed on a bedded pack. We participate in the COMPLETE, EASY ID and classification programs.

2. The number of dairymen, and in turn, the number of registered breeders continues to shrink each year, and unfortunately this trend will continue. That is one of the biggest problems facing Holstein Association USA in the coming years. The best way to keep Holstein Association USA relevant and the programs in demand is to continually seek out non-members and show them the many advantages that come with the variety of programs and services offered. I believe once they learn of the distinct advantages – both financial and

management tools – they will see how membership can benefit their business in the future.

3. My family purchased our first registered Holstein when I was ten years old, and they have been an integral part of my life ever since. We have worked to help increase the value of Registered Holsteins by hosting three sales at our farm. Some of those animals sold to commercial dairies and ultimately became seed stock for those farms. Over the last ten years I have had the good fortune to work as a ringman for a number sales, both consignment and dispersal. I have also been involved in organizing sales for our state association. These experiences have allowed me to meet and visit with many dairymen, some non-members, and extol the value the programs provided by Holstein Association USA play in developing their herds; some have since become members of the association and are utilizing various programs.

4. At the present time, we do not anticipate increasing our current herd size during the next five years. Instead, we plan to continue to focus our resources on striving to continue to improve our herd and work to breed cows that will help us meet our goals. Beyond the next five years, there is always the possibility of growing the herd, based on the next generation and what career paths they each choose.



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