

THE PULSE

Summer 2018 • Holstein Association USA, Inc.

IN THIS ISSUE:

133rd Annual Meeting
Coverage

2018 National Junior
Convention Recap

INSIDE

2018 Distinguished
Young Holstein Breeder,
Distinguished Leadership
Award, and
Elite Breeder Award

U.S. REGISTERED HOLSTEINS®

THE WORLD'S PERFECT COW

The Holstein Pulse is proudly sponsored by



HAUSA PAVING THE WAY TO SUPERIORITY

Thanks to the Michigan Holstein Association for hosting a wonderful 2018 National Holstein Convention. Also, thanks to Holstein staff, Holstein USA members, the board of directors and my family for their support this past year.

On July 20, 1794, President George Washington, a great general, statesman, and farmer, was quoted as saying, "I know of no pursuit in which more real and important services can be rendered to any country than by improving its agriculture, its breeds of useful animals and other branches of a husbandman's care." It is hard for me to imagine the genetic condition of agricultural animals during that time, nearly 224 years ago, but it is amazing to me that President Washington had the vision for the importance of improving the usefulness of animal agriculture. It was people with that same vision who had the foresight to form the Holstein-Friesian Association of America in 1885, 91 years later. From that time until now, 133 years, our leaders have worked with passion and dedication to develop the Holstein cow into what she is today...the world's greatest dairy cow. It is on that great legacy that we gather today, and it humbles me to think of all of the effort that has been invested to bring us to this point.

Throughout that history, we have endured many challenges. The early days saw two World Wars, a

severe depression and during the 1920's what was called "milk wars." In 1935 the national dairy herd was estimated at forty-two percent Jersey, forty percent Holstein, sixteen percent Guernsey and two percent other dairy breeds. The 1980's saw a major ag recession which deflated values including dairy cattle by over fifty percent.

Disease outbreaks such as BSE and FMD have impacted the dairy economy as well. In spite of all of those challenges, the Holstein cow thrived and her place in the U.S. dairy industry grew. By 1996 Holsteins made up ninety-three percent of our national dairy herd.

Last year I talked about three basic areas of Holstein USA that all must remain strong: the association, the cow, and our membership and I would like to review them again. In 2017, identifications were at an all-time high, including the highest registration total in 27 years. I thank Holstein staff for their efforts in making this happen. The IT upgrade has progressed on schedule. A research grant program was initiated, and ATA had its best year ever. Since the first of the year, Holstein Marketplace and TriStarSM AMR, a robotic milking

(continued on page 4)

Herds of Excellence Four of our seventeen honorees recognized for having mastered the art of breeding balanced Registered Holsteins—exceptional conformation paired with high production. (l-r) CEO John Meyer; Dan Siemers, Siemers Holstein Farm, Inc., Wis.; Dino Migliazzo, Dinomi Holsteins, Calif.; Tom Kestell, Ever-Green-View Holsteins LLC, Wis.; and Ben White, Grafton County Farm, N.H.; President Boyd Schaufelberger



records system, were added as new programs. And the TV program *Holstein America* made us all proud to be owners of the Holstein cow. Our reserve fund is a valuable asset and a significant portion of it is being used for the IT upgrade and research grant program. The Audit Committee has worked hard to manage the finances of the Holstein Association to best benefit the interests of the members. I am thankful for the foresight of our predecessors who, in 1902, set aside funds equal to ninety-five percent of annual expenses for emergency use.

We continue to look at the Holstein cow to see how she can be even better. Two committees, the Genetic Advancement and Type Advisory, are charged with evaluating the strengths and weaknesses of the cow and what traits need emphasis in our breeding programs. This year they met jointly to visualize what will be expected of the Holstein cow in the next 10-15 years. The diversity of our breed is a strength and our goal is to steer our breed in a direction where the Holstein cow is preferred by all dairymen.

On another note, the Show Committee has been working to address overbagging in the showing by making it a point of emphasis at our judges conferences. The progress in improving the Holstein cow is nothing short of incredible and I am excited about her future. I believe the potential to market the value of Registered Holstein® genetics is huge.

I am proud of our Junior program which is second to none. Our Junior Advisory Committee has created a program that is preparing them to be leaders in the dairy industry. Their enthusiasm is contagious, and we celebrate all of their achievements. The Holstein Foundation's YDLI is the premier leadership training program for dairy. Our future is bright with the impact the next generation will make.

The plight of our members has been difficult this past year. Some have lost their milk market. Prices are below cost of production. Last winter, the Legislative Affairs Committee made a list of priorities to address on ag legislation. At the top of the list was getting the word "milk" removed from the label of "nut juices" by supporting the Dairy Pride Act in Congress. You can sign a petition supporting the Dairy Pride Act by going to the Holstein website. Exports of dairy cattle have improved, and Holstein's International Marketing Committee met recently to investigate more

opportunities for our members to market cattle. It is the belief of your board that Holstein's number one job is to provide you with the tools and information to breed better cows. But, we recognize that the biggest challenge facing our members is the low price of milk. I hope that during the next two days we can talk about how Holstein can best represent you in dairy policy.



“Our leaders have worked with passion and dedication to develop the Holstein cow into what she is today...the world's greatest dairy cow.”

Dairy farmers are probably the most resilient people on the face of the earth. For me, a determined spirit is crucial to enduring storms. By my Dad's senior picture in the yearbook was the quote, "I'll find a way or make one." I learned from his example to never back away from a difficult situation. Sandy and I had serious financial struggles during the 80's. The added income from selling Registered Holstein breeding stock no doubt was a key to paying our bills. When I started this journey three years ago a verse in the Book of Joshua became my foundation: "Be strong and courageous because you will lead these people to inherit the land I swore to my forefathers to give them. Be strong and very courageous." And later continues, "Have I not commanded you? Be strong and courageous. Do not be terrified, do not be discouraged. For the Lord your God will be with you wherever you go." Strength and courage are essential in keeping the hope of a promising future alive.

I have always admired people with the character and courage to stand strong in the midst of tough times. In the movie "The Darkest Hour" Winston Churchill stood firm with the conviction to lead Britain to victory against insurmountable odds and against the will of some of his closest advisers. We have the benefit of history to know that Churchill's stand changed the world. At the end of the movie, this quote was attributed to Churchill, "Success is not final, failure is not fatal, it is the courage to continue that counts." I will assure you that your leadership at Holstein will not rest on the successes of the past 133 years. We will not fear failure as we look to the future. And, I promise the courage to continue to keep Holstein USA the number one dairy breed association in the world, to continue to work for the best interests of the member and to continue in making the "world's most perfect cow" even better.

Boyd Schaufelberger, President, Holstein Association USA, Inc.



HOLSTEIN USA BREAKS RECORDS IN 2017

Welcome ladies and gentlemen, thanks for being here. This certainly is a wonderful venue for a convention, and I hope all of you are enjoying Michigan as much as my wife, Vicki, and I are. Let's thank the Michigan Holstein Association for the super event they're putting on, by joining me with your show of appreciation and thanks.

Thanks to all of you, 2017 was another record breaker for the Holstein Association USA! As members, you set an all-time record by officially identifying 742,910 Holsteins! This is an increase of eight percent or 52,357 over the previous record set in 2016!

This outstanding increase is a result of growth in both traditional registrations, and basic identifications.

Holstein COMPLETE® enrollment in 2017 totaled 342,047, an increase of 3,584 animals, or one percent when compared to 2016. For those of you new to the Holstein Association, Holstein COMPLETE is a convenient package which integrates membership, registration, classification, mating information, pedigrees, production records, and genetic reports.

If you are not enrolled in Holstein COMPLETE already, just see one of the Team Holstein members here in attendance this week, and we'll see to it you get enrolled.

Your Association's Dairy Records Processing Center, AgriTech Analytics (ATA) in Visalia, California, had a fantastic year! They processed 929,342 cow records. This represents an increase of 9,968 records.

ATA is the *only* dairy records processing organization that increased the number of cow records processed in 2017. The other three dairy records processing centers

losses ranged from 1,618 cow records to a decrease of 24,564 records.

If your records are not currently being processed by ATA, do know that you have a choice, and we encourage you to talk to your Holstein Association Regional Sales Representative or Bill VerBoort from ATA who can assist you in doing so.

In my estimation, one of the most noteworthy endeavors the Holstein Association has ever embarked on happened in 2017, and that is the implementation of its National Research Grant Program. Our grant program solicits proposals to improve the profitability and better understand the Holstein cow.

The Research Grant Program was made public in June. Interest was high, as 22 research proposals were received from 16 universities across the U.S. in just our first year. All research proposals contain sound science and anticipated outcomes to benefit Holstein profitability.

In November, your board of directors approved funding for the top genetics research project received, which is being led by Dr. Christian Maltecca of North Carolina State University. Results from this one-year project are expected to help Holstein breeders make better breeding decisions through a more thorough understanding of inbreeding.

As further background, in 2014, the board of directors approved that a portion of reserve fund money can be used annually for breed improvement and research.



Keeping with that, \$79,867 will be used from the reserve fund for Dr. Maltecca's project. You will be provided an update on the research project during our meeting tomorrow morning.

Although the dairy community had its share of challenges in 2017, there are reasons to celebrate. First and foremost is the power of cheese!

Per capita cheese consumption in the U.S. is now 37 pounds per year, the highest since the USDA started tracking it more than 40 years ago. The increase in Americans' appetite for cheese is evidenced by the fact that 9.8 out of 10 U.S. households regularly purchase cheese.

Recently, artisan cheeses landed on the National Restaurant Association's list of twenty food trends that are closest to consumers' hearts and stomachs. According to the February 2018 issue of *Successful Farming* magazine, the ranking, "Makes it official: Cheese is Cool!"

U.S. dairy foods are recognized around the world for their high quality. Strong overseas demand for milk powder, whey and cheese, led the way to a fourteen percent jump in U.S. dairy exports in 2017!

In 2017, the DAIRY PRIDE Act was introduced by U.S. Senator Tammy Baldwin of Wisconsin to combat the unfair practice of mislabeling non-dairy products. Additionally, Congressman Welch of Vermont introduced a similar bill in the House. You'll hear more about the Holstein Association's involvement in that legislation later in the meeting.

We're also becoming smarter on the way in which we market and sell fluid milk. Here is an example of the way I believe milk should be labeled and promoted.

As you can see, this bottle of milk clearly points out that it contains 16 grams of protein per bottle! I was so impressed with this milk and bottle I wanted to be sure to show it to you.



If your milk is going to the fluid market, and it isn't being labeled as a high protein drink like this one is, I suggest you talk to cooperative leaders to encourage them to start doing so.

The power of Holstein dairy cattle genetics has never been more obvious than it is today.

For example, nine out of the top 20 Jersey proven bulls listed on the April 2018 *Hoard's Dairyman* JPI Jersey Bull List are the result of Holsteins being crossed on Jerseys.

(continued on page 8)



Ashley Swenson, Minn.





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Furthermore, 22 of the top 27 Jersey genomic young sires have Holstein influence in their pedigrees.

The top Jersey bull listed in the April evaluation for the Jersey breed is a Holstein crossbred. The old adage is true, imitation is the greatest form of flattery.

Make no mistake, the Holstein cow is the most iconic symbol in all of agriculture and the U.S. Registered Holstein® is the most coveted dairy animal in the world. This week, let's celebrate our beloved cow and the great people who own her!

Thank you!

John M. Meyer, Chief Executive Officer, Holstein Association USA, Inc.



First-time Delegates! Representing their state for the first time, delegates are: front row (l-r): Justine I. Kelsey, N.Y.; Constance E. Troutman, Pa.; Karen Rea, N.Y.; Debra A. Carpio, Colo.; Amy Elaine Hoover, Pa.; middle row: Jeffrey Todd Sutton, Md.; Timothy Sturgeon, Pa.; Greg Peters, Ind.; Brent Moyer, Mich.; Joe Bratcher, Ky.; Brett Thomas Hildebrandt, Wis.; Jeffrey Andrew Turner, La.; Vernon R. Yoder, Pa.; Jordan C. Siemers, Wis.; Executive Director of Holstein Identification & Member Services Jodi Hoynoski; President Boyd Schaufelberger; back row: CEO John Meyer; J. Travis Couch, Pa.; Denton Ross, Ariz.; Jared G. Martin, Md.; Zachary Damrow, Idaho; Dave Miller, Mont.; Stephen Mast, Calif.; Edwin L. Smith, Ill.

SHINING A LIGHT ON GENETICS

New York's
David Harvatine
named 2018
Distinguished
Young Holstein
Breeder



Sunlight scatters the sky, with streaks of blue, pink and orange painted above — a new day has started. And with it, new opportunity.

Each morning's sunrise signals to David Harvatine that there's another chance to make progress; another step toward improvement.

"You're not going to get rewards unless you take risks," he says. "The best decisions are made with what you have. I guess I always look at it as we always have tomorrow."

Because of his passion and positive attitude, Holstein Association USA is proud to recognize David Harvatine of King Ferry, New York, as its 2018 Distinguished Young Holstein Breeder.

As co-owner and dairy manager of Aurora Ridge Dairy, Dave is living his dream of working in the dairy industry and breeding elite Registered Holsteins®.

Aurora Ridge Dairy is located north of Ithaca, New York, in the heart of the Finger Lakes region. Started in the mid-1980's by Bill and Penny Cook, Aurora Ridge Dairy has expanded from a 65-cow herd to 2,250 cows.

Today, Aurora Ridge Dairy is owned by four partners: Bill Cook, Dan Westfall, Jason Burrows and Dave.

Born in northeast Pennsylvania on a 70-cow grade Holstein farm, Dave developed an interest in cows at a young age. When Dave was 12 years

old, his family decided to venture into the Registered Holstein business, so they could exhibit at area shows.

He attended Cornell University, obtaining a bachelor's in animal science and competing on the University's dairy judging team. Dave was high individual during the 1999 World Dairy Expo's Intercollegiate Dairy Cattle Judging Contest, and his many achievements with the team spurred his interest in animal genetics.

After graduation, Dave worked for Cargill Animal Nutrition in the Pennsylvania and Maryland area. But his passion for the Holstein cow pulled him back to the farm, and he made the move to Aurora Ridge Dairy 17 years ago as their herdsman.

Today, Dave's primary focus is the herd's genetics. Take a 30-minute drive to Bill's home farm, Cook Farms, where Dave makes the herd decisions.

"Genetics is what I love, and to be able to look at the big picture every day as I run our mating program gets me excited," Dave says.

Superior Genetics

With a strong desire for robust genetics, Dave enjoys studying pedigrees and browsing bull books. When genomic testing was introduced, Aurora Ridge Dairy dabbled with the idea and today they are using 100 percent genomic sires.

Aurora Ridge Dairy's rolling herd average is 34,000 pounds on three times a day milking. Currently, the cows are averaging 92 pounds of milk per day with 3.9 percent fat, 3.1 percent protein and a somatic cell count of 100,000.

Knowing that milk is their number one income driver, Dave starts by using bulls +1,000 pounds for PTA milk. Components are also key in his decisions as he avoids choosing negative component bulls.

"If I'm going to feed two cows, I'd rather feed one that makes the most milk and has longevity," Dave says.





Dave also says he wants cows that are going to be structurally sound and visually impressive, so he pays attention to udder composite, PTA type, feet and leg composite, somatic cell score and daughter pregnancy rate.

A foundation cow for Dave's breeding program is Aurora Shottle 7407-ET EX-91 GMD DOM, the highest female from a flush from Aurora Marshall 4801. Two of 7407's brothers were sent to A.I. He admires the family's will to milk and calm disposition paired with their high genetic potential. A two-year-old granddaughter, Aurora Yoder 16254 VG-85 carries one of the herd's highest GTPI® at +2724.

A cow family Dave is particularly proud of, is not a result of embryo transfer or from a prominent cow, Aurora Iota 11727 VG-88 DOM. The genomic prediction on 11727 indicated she was a potential outcross donor. 11727 is backed by generations of smaller framed, hard-working cows and she continues to have a positive influence in the herd.

Dave looks at genetics as a long-term investment. One of the biggest dividends of this investment was Aurora Ledyard. In the April 2018 genetic evaluations, Aurora Ledyard stood number five on Holstein Association USA's high ranking genomic young bulls list with a GTPI of +2935.

Amplifying Efficiency with Technology

Adaptation of technology has been an important part of their operation. Aurora Ridge Dairy utilizes the many genetic and reproduction technologies available.

His team uses Enlight® on a weekly basis to make informed donor selection decisions and to calculate which animals to sell.

"I think the key is having easy access to my herd's data, so I can pull information and manage the genetics faster. Having 100 percent identification allows me to make more reliable decisions," Dave explains.

A key management practice for Dave is accurate identification. With less than one percent of genomic parentage errors, Dave says his team has found their groove.

"If we are making the decision to invest in higher-end semen, on higher-end genetics, I don't want to have identification errors," Dave says. "Doing it right starts with the correct steps along the way and for identification that first step starts when the calf hits the ground."



The Harvatine Family: Dave and Leigh-Ann with their children, Ava and Bree

Many aligning factors have resulted in exponential progress, Dave says. Within the last 15 years, Aurora Ridge Dairy is producing more milk with healthier cows, while increasing their herd's genetics.

"Today, the progress we have made on the cow side, genetically, is huge," Dave says.

Beyond the Dairy

Dave and his wife, Leigh-Ann, have two children, Ava, 10, and Bree, 7. Dave is known

as a man who is humble and enthusiastic, with a robust work ethic.

Dave volunteers his time with several groups, including serving as a member of the local school board, and on the board of managers for Cayuga Marketing LLC, an organization consisting of 29 members who own and manage dairy farms in central New York.

Always interested in continuous improvement, Dave is currently participating in the Cornell University Dairy Executive Program to advance his leadership and management abilities.

"Growing up on a farm makes you persevere and work hard," Dave states. "I was born into the dairy industry and look forward to having a positive influence on it well into the future."

Dave was recently honored during the 2018 National Holstein Convention in Acme, Michigan.

A PIONEERING PENNSYLVANIAN

Holstein Association USA's 2018 Distinguished Leadership Award recipient is respected by all who meet him. He is a tireless promoter of Registered Holstein® cattle, who developed ideas that would make people want to be a part of the Registered Holstein industry. We are proud to honor William C. Nichol of State College, Pennsylvania as the 2018 Distinguished Leadership Award recipient.

For nearly 40 years, Bill was at the helm of the Pennsylvania Holstein Association. As executive director, he spearheaded the state's organization, and initiated programs and services to benefit Holstein breeders.

During his career, he coordinated the activities of 50 county clubs, and increased membership to over 6,300 members statewide.

After retiring in 1997, he received the lifetime title of executive director emeritus.

At the forefront of developing a grassroots leadership network across Pennsylvania, Bill encouraged people to take part in county Holstein clubs to expand their skills and leadership potential.

Pennsylvania Holstein breeders were also given new merchandising opportunities thanks to Bill's instrumental development of marketing strategies, which increased the value of Registered Holsteins® in Pennsylvania and beyond.

Under his leadership, the Pennsylvania Holstein Association grew to the point that a 125-acre farm was purchased to accommodate the shipment of cattle for export to more than 50 countries. The farm serves as a USDA export facility and has capacity for 1,200 Holsteins. Bill even flew with the cattle to help buyers in other countries with herd management techniques.

A natural leader

Bill was first regarded as being an innovator in high school and has been so since then.

A child of the Great Depression, Bill learned quickly that hard work and perseverance were paramount in reaching high standards. He graduated from Pennsylvania State University in 1952 with a bachelor's degree in agricultural economics and rural sociology.

Following graduation, he served two years as a lieutenant in the U.S. Air Force, including a tour in Korea as a supply officer. Upon his return, Bill spent five years as assistant county ag extension agent in Cumberland County, Pennsylvania.



President Boyd Schaufelberger, Bill and Lilly Nichol, and CEO John Meyer

Bill helped to lead the Pennsylvania dairy industry in a positive direction for many years. He was there for the start of the All-American Dairy show, helped get embryo transfer programs started in the eastern United States, and was always willing to offer advice and counsel to many organizations. He had the vision for the weekly magazine, *Farmshine*, and encouraged Dieter Krieg to produce a state-wide dairy paper.

"Bill's dedicated service has always had his desire to help others as its impetus. Bill is a caring, visionary person who has made this world a better place by his presence here," says Arthur W. Nesbitt, former chairman, president and CEO of NASCO International, Inc.

Steadfast Service

Bill is dedicated to serving not only the dairy industry, but also his community, church and other worthy causes. Bill has been a member of his local Kiwanis club since 1956. While president of the State College Kiwanis Club, the club became the largest in Pennsylvania.

Bill has played an active role within his community, serving on many boards including, State College Presbyterian Church, State College Area Family YMCA, Centre Hills Country Club and Central Pennsylvania Chapter of the National Football Foundation.

Bill and his wife, Lilly, have one daughter, Nancy. Nancy and her husband, Craig, have three children, Lindsey, Spencer and Taylor.

Leading the dairy industry forward for decades, William C. Nichol created a lifetime legacy. He has devoted his life to providing outstanding and unselfish leadership for the betterment of the dairy industry and the Registered Holstein cow.

Bill was recently honored during the 2018 National Holstein Convention in Acme, Michigan.

ACHIEVING THE DREAM

Recognized around the world for high-quality Registered Holstein® genetics, this year's Elite Breeder has imprinted an international mark promoting Registered Holstein genetics. Tom and Gin Kestell of Ever-Green-View Farms LLC from Waldo, Wisconsin, are selected as the 2018 Elite Breeder Award winner.

As a result of 47 years of commitment to superior dairy cattle, Tom and Gin's family now manages one of the world's highest producing herds, as well as an exporting business.

Tom and Gin have exported over 8,900 embryos in the last nine years to many countries including Russia, China, Germany, Brazil, Japan, India and the Netherlands. In 2017, they exported more than 14 percent of all U.S. dairy embryos.

Ever-Green-View Farms is home to the first dam and daughter duo to receive national milk production record status — Ever-Green-View My 1326-ET EX-92 2E GMD and Ever-Green-View My Gold-ET EX-93.

Today, their herd produces a phenomenal rolling herd average of 41,247 pounds of milk on 65 cows, three times a day. Tom and Gin are in partnership with their youngest son, Chris, and his wife, Jennifer.

Humble beginnings

The Kestells started farming with little more than a dream. In 1971, they established Ever-Green-View Farms and started their farming career on rented land. Eight years later, they procured their current facility. Like many in the business, cash flow was tight during these early years. Tom says he did not invest deeply in genetics.

"If I could do my life over, I would buy Holsteins that had more genetic potential much sooner," he explains.

In the mid-1980s, Tom started working with Dr. Byron W. Williams of EmQuest Embryo Transfer Service to expand his herd's horizons. Embryo transfer work allowed Tom to influence his herd more quickly with a handful of his best cow families. Tom also wanted to export embryos directly from his farm to the European Union. Ever-Green-View Farms is a federally inspected, EU-approved export facility for embryos.

Staying in tune with the world market and using genomic young sires allows them to be successful internationally. Tom lives by the phrase, "Never promise more than you can deliver and always deliver more than you promise."

Production remains key

"Don't sacrifice production traits for type – you can breed for both," Tom says.

Many of their cows have been recognized with state and national records for milk, fat, and protein. Their first national milk production record holder was Ever-Green-View My 1326-ET. She was the national milk production record holder from 2010-2015 and produced 72,170 pounds of milk, 2,787 pounds of fat and 2,142 pounds of protein, completing her 4-year-old record.

The Kestell's second national milk production record holder, Ever-Green-View My Gold-ET,

held a 365-day record of 77,480 pounds of milk with 1,992 pounds of fat and 2,055 pounds of protein as a four-year-old from December 2016 to September 2017.

The herd not only maintains high production, but also exceptional classification scores. Their BAA of 111.4 is the sixth highest in the country for herds of their size. That includes 52 Excellent, 72 Very Good and two Good Plus cows.

Ever-Green-View Farms won the esteemed Herd of Excellence award eight consecutive years. They have achieved 26 Progressive Genetic HerdSM honors and were presented the Progressive Breeders RegistrySM award for 16 years.

Paying it forward

Strong believers in helping others, Tom and Gin want to help improve the lives of farm families and advance the worldwide dairy industry.

One of their most prominent contributions has been their faithfulness in helping young dairy producers develop their herds. The Kestells offer genetic advancement opportunities through an embryo sharing program to ensure that other dairy farmers have a chance to improve their genetics.

The couple's commitment to providing others the tools they need to help them prosper runs deep within their community. They have awarded more than 20 scholarships to area students in memory of their late son, Clay.

The Kestells are true ambassadors of both the dairy industry and the Registered Holstein cow. Tom and Gin recently were honored during the 2018 National Holstein Convention in Acme, Michigan.



CEO John Meyer, Tom and Gin Kestell, President Boyd Schaufelberger