



ANGIE COBURN TO LEAD AGSOURCE DHI OPERATIONS

Introducing AgSource's new Vice President of DHI Operations, Angie Coburn. In this role, she will be responsible for continued development of innovative data management tools for AgSource members, while overseeing the cooperative's Outreach & Education, Dairy Records Processing, Customer Service and Information Services departments.

"Angie's background uniquely qualifies her to guide efforts to innovate and harness the power of data and technology to enable our members and customers worldwide to progressively manage their dairy operations," notes AgSource COO, Pat Baier. "She excels at turning complex data into practical tools that are user-friendly on the farm."

Originally from the Southeastern region of the country with a background in Holsteins and Jerseys, Coburn holds a Bachelor's degree in Dairy Science from Virginia Tech. She began her career in the A.I. industry in 1996 with Eastern A.I. in Ithaca, NY, a predecessor organization to Genex/CRI. She moved to Shawano, Wis., in 1999 when she joined the Genex dairy sire procurement staff. Since then, she has served in various roles within the Dairy Genetics division, engaging with herds of all sizes throughout the United States, and interacting with many global partners and the university research community.

Coburn most recently served as Genex Associate Vice President, Dairy Genetics. Coburn was instrumental in the development of Genex's Ideal Commercial Cow Index, an economic-driven, science-based and cutting edge way of ranking genetics that excel in today's progressive dairy operations.

Coburn embraces her new role, stating, "I look forward to threading together and connecting new precision technology, used on the farms, with big data from farm macroeconomics, and when appropriate combining that with new innovations such as genomics and other "omics" to enable our members and customers to realize successes on their dairy operations."

Coburn resides in Shawano and will work out of the CRI headquarters, located there. Coburn succeeds Robert Fourdraine in this position.

CRI SCHOLARSHIP DEADLINE - MARCH 31

Cooperative Resources International (CRI) is accepting applications for its 2016 collegiate scholarships. A minimum of four \$750 scholarships are available to undergraduate students attending a four-year college/university or two-year technical college this fall. In addition to pursuing a degree in an agricultural field, all applicants must be affiliated with a member of a CRI cooperative subsidiary (AgSource or Genex) by having an active role on the member's dairy or ranch.

Apply by March 31, 2016. For more information, visit <http://bit.ly/CRI scholarship>.



AgSource
Cooperative Services

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AGSOURCE ELECTS NEW LEADERS, THANKS DIRECTORS

AgSource Cooperative Services held its annual meeting in Bloomington, Minn., on January 27, 2016. Ralph Levzow of Rio, Wis., was recognized for nine years of service on the board, while John Utecht of Marathon, Wis., was thanked for twelve years of service. Sam Zimmermann of Ringle, Wis., was elected to fill Utecht's seat in the North Central district. Bob Prah of Wausau, Wis., filled the at-large position vacated by Levzow. AgSource delegates re-elected Daniel Diederich of DePere, Wis., to another three year term on the board.

Zimmermann and his wife, Jenn, own and operate a 185 cow dairy and manage 500 acres of owned and rented land. He currently serves on the Marathon County DHI Board, is the secretary of the Marathon County Holstein Breeders and is a past Marathon County Farm Bureau director.

Prah and his wife, Mary Jo, along with son Ryan and daughter-in-law Lindsey are the fourth and fifth generations to operate the family farm, milking 145 cows, managing 280 crop acres and an additional 40 acres of managed woodland. Prah is the Vice President of the Marathon County DHI Board. He has also served on the Foremost Farms, Genex, Farm Credit and Dairyland State Academy Foundation Boards.

Diederich's wife, Sarah, is a veterinarian with Northwoods Veterinary Service. He, along with his parents, Raymond and Debra, is manager and co-owner of Diederich Farm LLC, where they milk 300 cows with robots and operate 400 acres, growing wheat corn and alfalfa. He also serves as Chairman of the Eastern Wisconsin DHIC board, is an active member of Our Lady of Lourdes parish and is an adult leader in the local Boy Scout Troop.

At its reorganizational meeting, the AgSource Board of Directors re-elected Diederich as President, Annette Trescher of Cashton as Vice President and Matt Gartman of Sheboygan as Secretary. Diederich and Trescher will also represent AgSource on the Cooperative Resources International (CRI) Board of Directors.

In addition to Trescher and Gartman, directors whose seats were not up for re-election included Gordon Schmidt of Gaylord, Minn., Daniel Nodolf of Belmont, Wis., Edward Strauss of Sheboygan Falls, Wis., and David Koepke of Hartland, Wis. John Shutzke, representing University of Wisconsin-Extension, serves as an Ex Officio member of the board.



Board President, Daniel Diederich (left), who was reelected to the AgSource Board of Directors, and AgSource COO Pat Baier (right) welcome new board members Bob Prah and Sam Zimmermann.



AgSource Board Members, Ralph Levzow and John Utecht (center) are thanked for their years of service by President Daniel Diederich and AgSource COO Pat Baier.

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MARSHALL NAMED 2016 FRIEND OF THE COOPERATIVE

Jeanne Marshall, former Associate Vice President of Information Services, was named the 2016 Friend of the Cooperative. The award honors a non-member individual or an organization that has contributed to, supported and helped strengthen AgSource, its services and the dairy industry as a whole.

“AgSource has been in the business of converting on-farm records into valuable management information for more than fifty years. Computer technology has made this possible, and Jeanne Marshall has utilized and adapted ever-changing technologies to best serve our cooperative’s members and customers,” states Pat Baier, AgSource COO. “We thank her for her contribution to AgSource, the dairy industry and agriculture as a whole and wish her well in retirement.”

Marshall’s service to the cooperative spanned more than three decades. She began her career in 1979, when she was hired to manage the data entry department, which included nearly 30 employees. At that time, the cooperative served 15,000 dairy herds and processed records for 660,000 cows. All reports were printed on preprinted forms in duplicate, and carbon paper needed to be removed prior to mailing. As data entry and computing capabilities grew more sophisticated, Marshall was asked to manage computer operations and eventually systems development for the dairy records processing center.

Her introduction of a server-based system allowed for more secure data storage and the development of new, colorful dairy herd management reports that are a hallmark of the

cooperative. Marshall excelled at turning data into actionable information that can be quickly understood while directing the herd manager’s eye to matters that require attention. Much changed during the course of her tenure. While the data entry department and computers shrank in size, dairy herds have grown. Today, AgSource continues to serve nearly 660,000 cows, but they represent just 4,000 dairy herds. And though paper reports are still made available, immediate online access to herd data and management information has long since negated the need for carbon paper.



AgSource Board President, Daniel Diederich (L) and COO, Pat Baier (R), congratulate Jeanne Marshall, recipient of AgSource’s 2016 Friend of the Cooperative Award.

AgSource delegate, Dan Truttman (right) demonstrates that the CRI Annual Meeting isn’t all work and no play, as he and Joe Potter (left) assist entertainer, Jeff Civillivo, mount his unicycle.



MISSED THE PENTERMAN’S VIRTUAL FARM TOUR AT CRI’S ANNUAL MEETING & EXPO?

Visit WDE website to view it any time!
<http://tinyurl.com/PentermanFarmTour>

2016 DISTINGUISHED LEADERSHIP AWARD

AgSource recognized Dale Jensen, Amery, Wis., with the cooperative's 2016 Distinguished Leadership Award. The Distinguished Leadership Award is presented to a member of the cooperative who has demonstrated exceptional service and provided extraordinary leadership within the organization.

Jensen served as an AgSource delegate from 1989 to 2007 and on the Nominating Committee for the Northwest District for many years. He was a director and president of the Polk-Burnett Dairy Herd Improvement Cooperative and has served on the board of trustees of the AgSource Foundation of Wisconsin since 2010. Jensen has been instrumental in the Polk-Burnett Fund Committee, which has awarded over \$60,000 in agricultural scholarships and other educational grants in the two county area. He served as a director of Farm Service Co-op, Turtle Lake and Dairybelt Guernsey Sires selection committee and is currently on the board and serves as Vice-President of Luck Mutual Insurance Company.

Jensen owns and operates Jens-Gold Farms with his wife Tessa and brother, Lyle. The Jensens milk 225 Guernsey cows and raise nearly the same number of young stock. His daughter Kirsten Klugow, is the herds person and son Trent helps with crops. Trent and his wife LeAnn own Golden J, a 60-cow Guernsey herd, located five miles southwest of Jens-Gold Farms. About 840 acres of cropland are harvested each year to feed the 600 Guernsey's housed at the two farms. Another son, Kent, lives on the farm and installs auto glass.



AgSource Board President, Daniel Diederich (L) and COO, Pat Baier (R), congratulate Dale Jensen, recipient of AgSource's 2016 Distinguished Leadership Award.



AgSource
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CELEBRATING 1 YEAR ANNIVERSARY - KETO MONITOR™

Just over 12 months ago, AgSource introduced KetoMonitor™, our tool for predicting herd-level ketosis prevalence using monthly DHI test-day milk samples.

"The response to KetoMonitor has been outstanding, with nearly 100,000 cows currently enrolled." reports COO Pat Baier. "KetoMonitor, like TCI® uses a combination of multiple and independent data points to create management decision information. We feel that is our space or team position in the new world of dairy management. In this new era, fewer decisions are based on individual data points. Rather, AgSource collects a series of data points and overlays this information to create tools that offer guidance for decision makers as well as a means to monitor the results of these decisions."

KetoMonitor was developed by Dr. Heather White, Tawny Chandler and Dr. Gary Oetzel from the University of Wisconsin Dairy Science Department and School of Veterinary Medicine in cooperation with AgSource.

Research has shown that ketosis affects 40 to 60% of dairy cows, at an average cost of \$289 per case. Cows with ketosis produce less milk, are more likely to develop a displaced abomasum, and are more likely to be culled from the herd. A separate KetoMonitor model was developed specifically for Jerseys and launched May 2015.



KetoMonitor™
Measure Ketosis Prevalence in Your Herd

KetoMonitor features:

- Estimates herd ketosis prevalence on the day of milk test
- A tool to guide management and nutrition decisions
- Alerts you when blood testing protocols should be employed
- Helps flag changes that have had negative impacts on transition cow health
- Although not designed to be an individual cow test, it flags cows between five and 11 DIM that are likely to have ketosis

For more information, talk to your field technician, call AgSource customer service at 800-236-4995 or visit www.agsource.com/ketomonitor.