



# MANAGEMENT Outlook

## AgSource Announces New Regional Sales Managers



**Hamid Rutaro** accepted a Regional Sales Manager (RSM) position serving AgSource’s Northwest Region, including northwest Wisconsin and portions of Minnesota and the Dakotas. Hamid previously served as a DHI Service Representative, working mostly in AgSource’s

Southern Region. He holds a bachelor’s degree in veterinary medicine from Uganda’s Makerere University and is working toward a master’s in agri-business management from Kansas State University. Additionally, he completed coursework in dairy management while attending Cal Poly State University. Hamid resides in Menomonie, Wis.



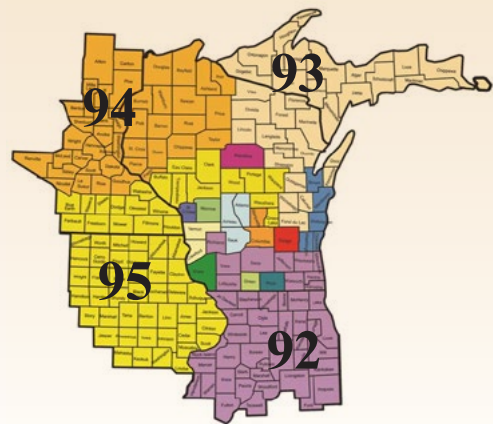
**Jesse Krueger** has accepted the RSM position in the Northeast Region, which includes the northeast Wisconsin and Michigan’s Upper Peninsula. Jesse has served as an AgSource DHI Field Technician since 2009, managing service to herds in central and northeast Wisconsin. A

graduate of Northeast Wisconsin Technical College, he holds an associate’s degree in civil engineering technology. Jesse will continue to work from his home in Clintonville, Wis.

### AgSource Regions and Association Counties

Region 92 – Rodney Davis      Region 93 – Jesse Krueger  
Region 94 – Hamid Rutaro      Region 95 – Jim Garofalo

For more info, visit [www.AgSource.com](http://www.AgSource.com) and click on Contact to view all AgSource and Association info.



## AgSource Laboratories Structural Change

Effective November 15, 2013, AgSource Laboratories restructured its management team and laboratory operations to enhance its ability to attract new customers while maintaining and growing strong, regional customer bases. “In keeping with CRI’s co-op wide focus on growth, the time has come to increase our laboratory services to the national level,” states Pat Baier, AgSource COO, “We are eager to implement this new structure and see the benefits and development it brings.” Over the course of the past 46 years, AgSource has grown to include seven laboratory facilities in five states. To continue to build on our past successes and carry us into the future, we have developed a new operational structure that will focus on

improving laboratory processes, generating more laboratory efficiencies, and strengthening national marketing efforts. New management team roles include:

- Vice President, Laboratory Operations – Steve Frack
- Vice President, Laboratory Management – Eric Helms
- Vice President, Laboratory Alliances – Steve Peterson
- Vice President, Laboratory Processes – Joel Amdall
- National Sales Representative – Chris Ibsen
- Manager of Education and Outreach – Craig Simson
- Associate Vice President of Marketing and Communications – Lisa Behnke

# 2013 World Dairy Expo ReCap

Thank you to all who were able to visit the AgSource booth this past October at World Dairy Expo (WDE) in Madison, Wis. AgSource staff members talked with dairy producers from around the state and country. This year's booth featured AgSourceDM, a powerful, internet-based herd management program. Visitors to the booth were able to test drive AgSourceDM and see their personal herd data on the TV screen. Didn't make it to the AgSource booth? Take your own test drive with our 90-day, risk-free trial. Contact your DHI technician or go to [www.agsource.com](http://www.agsource.com) to learn more.

## Congratulations to Tablet Drawing Winners

Over 225 visitors stopped by the AgSource booth and entered for a chance to win one of three Samsung tablets and a free 1-year subscription to AgSourceDM. Congratulations to the following winners:

- **Randy Erickson** of Bear Creek, Wis.
- **Crimson Ridge Dairy, Jim and Shelly Grosenick** of Watertown, Wis.
- **Lucky Lyons Farm, Greg Lyons** of Catawba, Wis.

## Hats Off to Dr. Nordlund

AgSource was proud to congratulate 2013 WDE Industry Person of the Year Ken Nordlund, DVM, University of Wisconsin-Madison, School of Veterinary Medicine at this year's "Dinner with the Stars". Dr. Nordlund's research addresses the needs of dairy animals, from calves to cows. The Fresh Cow Summary report, featuring the Transition Cow Index® (TCI®), was developed in partnership with Dr. Nordlund. It demonstrates how improving fresh cow health helps increase milk production and your bottom line. Thank you, Dr. Nordlund, for your contributions to the dairy industry!

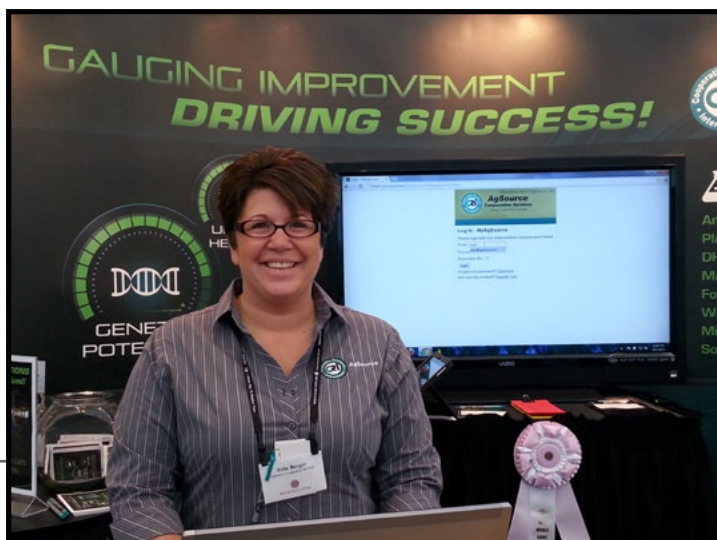
## Congratulations to Karyn Schauf Dairy Woman of the Year

**Karyn Schauf** of Indianhead Holsteins, Ltd. in Barron, Wis., was named 2013 Dairy Woman of the Year. Karyn and her husband, Bob, own registered Holsteins, raise and show purebred cattle and export embryos to 17 nations. Karyn is the president of the Barron County Farm Bureau and also serves as a member of the UW-Barron County Campus Foundation Board of Directors and the Pregnancy Help Center Board. She is a former Wisconsin Alice in Dairyland. Karyn and Bob earned the state's Outstanding Young Farmer Award in 1986 and the U.S. Jaycees National Outstanding Farmer Award in 1987.

*Erin Berger, AgSource Associate Vice President, Outreach, Training and Sales Support, in the AgSource booth at WDE 2013.*

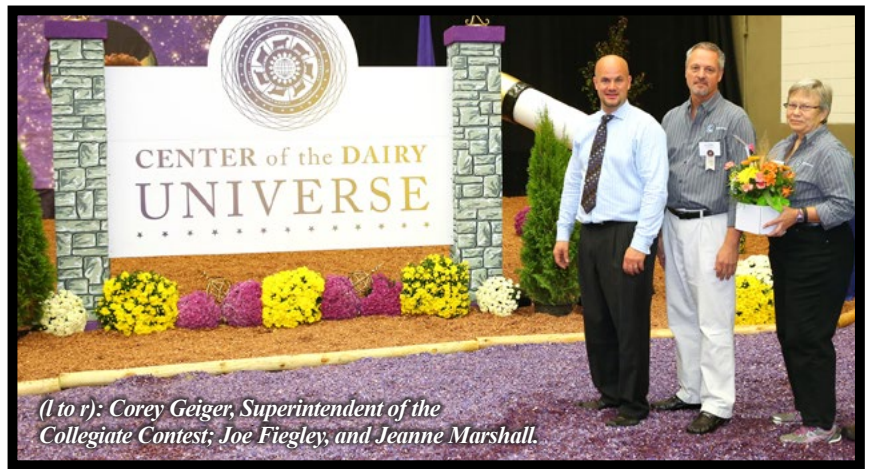


*International Person of the Year, Pedro Hugo Testa, Reproductores S.R.L., Buenos Aires, Argentina; Dairy Woman of the Year, Karyn Schauf, Indianhead Holsteins, Ltd., Barron, Wis.; Industry Person of the Year, Ken Nordlund, DVM, University of Wisconsin-Madison, School of Veterinary Medicine, Madison, Wis.; Alice in Dairyland, Kristin Olson; Dairyman of the Year, Velmar Green, Green Meadow Farms, Elsie, Mich.*





Wisconsin Farm Report's Pam Janke interviews Pat Baier.



(l to r): Corey Geiger, Superintendent of the Collegiate Contest; Joe Fiegley, and Jeanne Marshall.

### Tabulation Team Retires from Judging Contest

For more than two decades, **Joe Fiegley**, AgSource Computer Operations Manager, and **Jeanne Marshall**, AgSource Associate Vice President of Information Services, have keyed in every contest placing, tabulated every score and run every contest summary for the 4-H and collegiate judging contests at World Dairy Expo. They compiled results for 487 college teams, 646 4-H teams and over 4,500 contestants during their tenure. After this year's contest, the dynamic duo will be passing the torch to the next generation. Great job Joe and Jeanne!



Dairy Woman of the Year, VM, University of Dairyman of the Year,



AgSource staff and the Scheps family; back row: l-r Pat Baier, Hamid Rutaro, Dawn Owens, Dan Scheps, Valeri Scheys, Bob Ranallo and Gary Accola. Front row, l-r Johnny Scheps, Greta Scheys, Drew Scheys and Lisa Behnke.

### Scheps Host Virtual Farm Tour

Scheps Dairy in Alma, Wis., was the focus of the World Dairy Expo virtual farm tour sponsored by AgSource. Scheps Dairy is a 920-cow dairy owned by Ken and Debbie Scheps along with Ken's brother Dan. The herd has a rolling herd average of 31,835 pounds of milk with 1,294 pounds of fat and 1,033 pounds of protein while maintaining a somatic cell count of 121,000. They rely heavily on DHI information and other tools to measure the dairy's success. The virtual tour was presented at World Dairy Expo on Oct. 5, but it can also be viewed on YouTube. Search Scheps Dairy Tour or visit <http://youtu.be/gWpi0BHQJuk>.

# Challenging Soil Season – Fall Soil Sample Volume

The 2013 growing year has been a challenge from the beginning to the end. Cold temperatures and wet spring weather pushed back planting dates for most of the Midwest. Wet weather also delayed harvest schedules, and we ended up two to three weeks behind typical years. Total fall soil season sample volumes vary by year. See the table to the right for the past three Octobers' sample volumes.

On average, it takes six weeks to complete a soil season. The 2013 soil season didn't get started until the second or third week of October. A blanket of snow and arctic

temperatures in December have effectively called an end to the 2013 fall soil sampling season.

	Total Samples
October 2011	239,049
October 2012	199,561
October 2013	139,712



*Donny witnessed many changes over the years!*

## Happy Retirement

Congratulations to **Donald Andrews**, who began his career as a DHI Field Technician in Wisconsin's Lafayette County on Jan. 1, 1959. In 1965, he became Manager of Lafayette County DHIA. Following several mergers, Donny was

named the Southern Field Division Manager and worked from the Wisconsin DHI Cooperative headquarters in Madison, Wis. After a restructuring of the direct member

areas, Donny assumed the position of Member Services Manager. In 2001, Donny was promoted to AgSource Vice President of DHIA and since has worked three days a week for the AgSource Meter Center and DHI Services. From pails and scales to electronic meters, Don Andrews witnessed great improvements in milk testing. But more than 50 years later, the value of DHI had never been greater. On behalf of AgSource, thank you for 54 years of dedication and contributions to the DHI industry. We wish you a very happy retirement.

## Life Event Supplements

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