

# The Bullhorn

Winter 2017



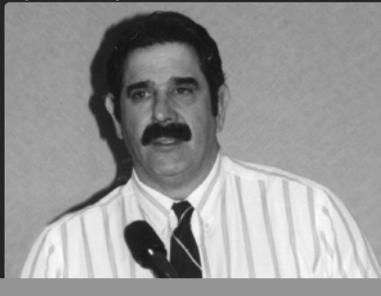
Bill Genasci - Southern Regional Operations Manager - All West/ Select Sires - #ONEawss



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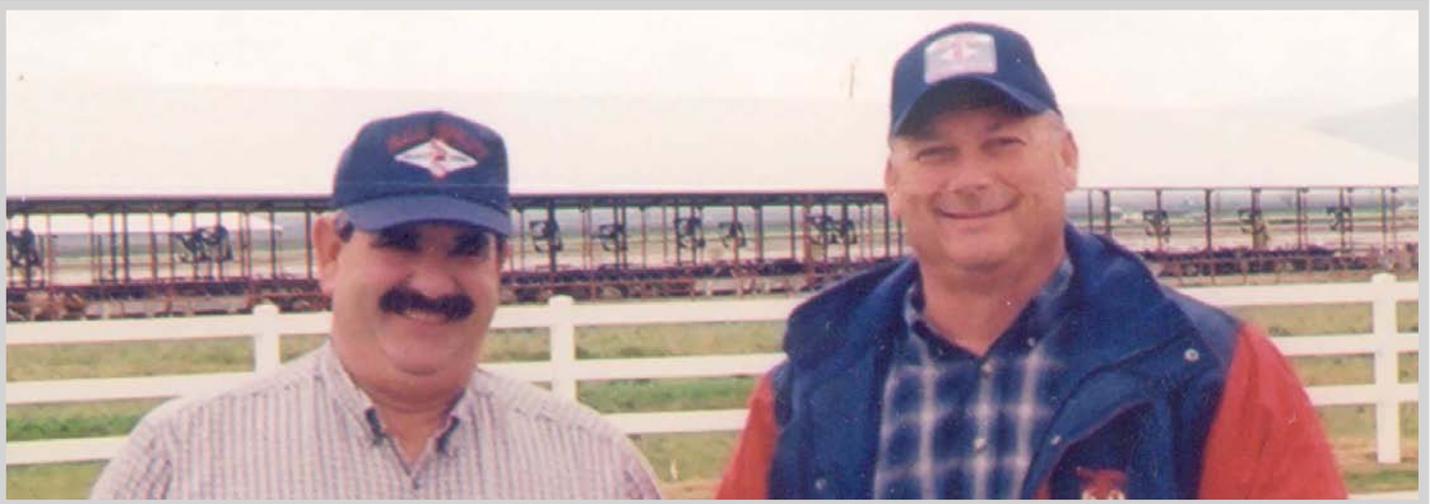


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See How Inside!





## From the Manager

Jim Wells, CEO/General Manager, All West/Select Sires

### One All West

Our All West marketing department likes to come up with a new “theme” every year for how we’re going to promote the cooperative. Last year, the theme focused on our 75th anniversary, and most everything that was produced (from price lists to flyers to information on the website) was tied in with our 75 year celebration. It was a fun 12 months celebrating the anniversary of All West, and if you haven’t done so, I invite you to visit [www.allwestselectsires.com](http://www.allwestselectsires.com) and look at the bottom of the page for anniversary information that’s still included there. It’s a past that we’re extremely proud of!

This year, the department came up with a new theme, ONE All West. It’s an interesting concept to me because it puts into words what we’ve made a top priority for the past decade. We are unifying our salespeople and our SMS evaluators. We are unifying our technicians and our new technological devices. We are unifying our offices in Turlock and Burlington. We are unifying our ENTIRE group of employees, agents, technicians, managers...and customers...into ONE All West! Because we’re much stronger together than we are apart. And our single focus remains – continuing to enhance your businesses through genetics because Your Success is Our Passion!

One of the best examples of a unifying force at All West has been Director of California Operations, Bill Genasci. Bill’s a dairyman, a husband, a father, a grandfather. He was a former All West and Select Sires Board President. He was a vital cornerstone when All West acquired Superior Sires and moved into new offices on the southwest side of Turlock. He’s been the negotiator, the problem solver, the counselor, and the man with the famous, booming laugh. Best of all, Bill’s been our friend.

With the focus on ONE All West in 2017, we are attempting to recreate our office structure with Bill’s changing role, because surprisingly (!) he wants to slow down and enjoy his life outside of work! Bill will be helping with this transition and continues to be on staff as a part-time employee through the middle of 2017. He’ll still be helping with events, customer visits, and training FOUR of us to assume his previous responsibilities! Along with myself, Rory White, Greg Collins and Brad Barham will be helping to fill Bill’s shoes in various roles.

Everyone who knows Bill appreciates how much he loves this company and this industry, so while we’re sad to accept the changes that are coming, we know that he won’t be a stranger. Once you’re a member of the All West family, you’re ALWAYS a member!

This issue is a small tribute to the man who’s done exceedingly above and beyond for this cooperative. We will also be honoring him during the 2017 Annual Meeting in Seattle, and later this spring with the staff and friends in central California.

No amount of words can express what working with Bill Genasci has meant to me as a peer, a manager and a friend. All I can say is thank you. Thank you for your dedication and your endless patience. Thanks for making us a better company. Thanks for unifying us as ONE All West.

## The Bullhorn

Winter 2016

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# The Value of Bill Genasci



The value of anything at All West/Select Sires cannot be discussed without mentioning California's Director of Operations, Bill Genasci. This Central Valley native has offered an important perspective to the cooperative as a leader who is also a highly respected dairy farmer and customer, himself.

Bill has served on the All West/Select Sires Board of Directors for 15 years, the All West/Select Sires Executive Board for two years and in 1992, was elected as the first man "West of the Mississippi" to serve as President of the Select Sires Board. Bill was hired by All West in April of 1995 as California's Supervisor, where his first project was to oversee the construction and move-in of the Turlock office facility.

With these qualities, it is no wonder that Bill will be deeply missed upon his retirement in 2017. Many have shared their thoughts and memories of time spent with Bill on the following pages. We also created a video interview that can be viewed by visiting [www.allwestselect.sires.com](http://www.allwestselect.sires.com) as part of our 75th anniversary celebration.

The value of Bill Genasci is everlasting to All West/Select Sires as well as the entire Select Sires Federation. We have been blessed to experience his leadership, guidance and friendship and wish he and his wife, Susan, a very blessed retirement.

## Timeline:

- 1916 – Bill's grandfather settled in Modesto on the ranch where the dairy is today.
- 1972 – Bill's dairy started using All West for artificial insemination.
- 1981 – Bill unanimously elected Vice President of the AWSS board.
- 1982 – Bill elected Vice President of the AWSS Board of Directors again.
- 1984 – Bill elected President of the AWSS Board of Directors.
- 1986 – Bill passed gavel to newly elected AWSS Board President, Fred Polinder.
- 1989 – Bill elected to AWSS Executive Board of Directors.
- 1992 – Bill elected President of the Select Sires board at the March Select Sires Annual Meeting.
- 1995 – Bill hired by AWSS as California's Supervisor and oversaw the construction and move-in of the Turlock facility.
- 2016 – Gen-Ace Dairy celebrated 100 years in business and is still owned today by Bill, his brother and his cousin.
- 2017 – Bill retires from All West/Select Sires.

## From Bill's Perspective:

### How would you describe the company culture of All West/Select Sires?

"I'm a little bias. From the first day that I was a delegate, I got a chance to meet people from all over the West Coast. When I became a director, instead of one weekend a year, we got together four times a year. There are too many to name, but I served with some great gentlemen. Through those meetings, we became almost like a family. When we got opportunities to travel, our wives came with us and everybody got along well. We really developed a family relationship on the board. When I became an employee, I quickly realized people come to this company and very seldom leave. I have given employees awards for 20, 30 and 35 years of service. It's a family atmosphere. Everybody cares about everybody else and we care about our customers. We are about progress and the success of our customers. No other company that I have been involved with is that way."

### What advancements have you seen over your years of involvement with All West/Select Sires?

"It's amazing how far and how fast we've come. From the beginning where we were just happy to get out and sell semen to farmers and help them develop better cows to where we are today with all our reproductive technology and the qualified staff that we have. We've made light-years of advancement in how well-trained and knowledgeable our employees are. That translates to better profits for our customers. It's a lot of fun to see what we can do to a herd once we get the opportunity and there are so many good people in this company who are doing all those things."

### Who were some of your inspirations, while both working for All West/Select Sires and being a dairy farmer yourself?

"My inspirations from outside All West were legends in the A.I. industry. My first experience working with a legend was Dick Chichester at Select Sires. Archie Nelson was the first manager I worked with and he was wonderful but Dick was known throughout the world. Watching him manage a meeting and present a topic was special. Ron Long, also of Select Sires, was another inspiration. I listened to a lot of advice from them."

I'm not exactly sure how my relationship with Herald Catlin formed but it's different from all the rest. When Herald hired me, I was clueless and had no formal training. The way he dealt with people and solved problems was amazing. I consider him a men-

tor and true friend and I learned an awful lot from him. He was better at finding good people, hiring good people and solving problems than anyone I've ever met.

Since Pat Brown and I were working in different parts of the company, I didn't get to know him very quickly, but once we became friends I quickly realized he's a valuable source of information and advice. Pat shows up at the office seven days a week to make sure everything is okay. He is an inspiration for everyone who works for All West.

Jim Wells has been terrific to work with, as well, on the management side. Marvin Van Mersbergen was a board member who I really enjoyed working with because he thought things through. He was very calm but always had good advice to share. It really is hard to narrow down to a few inspirations. There were many board members who I admired.

I truthfully believe all our employees have inspired me. From the agents, to salesmen, to technicians to office personnel, our employees at All West have always kept the customers at the front of their minds when making decisions."

**What has set All West/Select Sires apart from competitors in the AI industry?**

"It's obviously the people. Right now, we have a genetic lineup that nobody can match because of the people in the sire department at Select Sires including Jeff Ziegler and Charlie Wills. I've had the opportunity to work with Dick Chichester; what an amazing experience! Archie Nelson was of course the first manager I worked with, then Herald Catlin, now Jim Wells. The bar they set for the employees they hire, and how well everybody has

worked out, is an example of how much it's about the people. Everybody has bulls. Every company will say they have the best and the most fertile sires in the industry, but it's the people who set us apart from the rest."

**What was one of your biggest accomplishments with All West/Select Sires?**

"I had the opportunity to serve as President of the All West board. But probably the biggest accomplishment was the opportunity to serve as President of the Select Sires board and get a chance to meet and work with wonderful people from all across the country. That experience was way beyond my expectations. When I started, I simply wanted to be a little more involved. This career has become way beyond what I thought would ever happen."

**What were some of the greatest challenges that you faced as a leader of All West/Select Sires?**

"When I finished my term as president of Select Sires, Herald Catlin had become manager of All West, purchased Superior Sires and started taking over the California operations. Herald was traveling back and forth continuously. He asked me to help him find somebody to manage California so he wouldn't have to be on the road so often. We spent several months talking and I couldn't find anybody who really fit what he wanted. One day somewhere between Turlock and Lake Tahoe on a trip to a board meeting, he convinced me that I could probably do the job part-time for a little while, until they found somebody qualified to take it over. Over 20 years later, I'm still here! It was a challenge for a person who was a total dairy farmer to move into a different area of operation and work with people a lot more

than I was used to. I'm still not sure I have a clue what I'm doing, but I spend a fair amount of time trying to do the job right!"

**Do you have any favorite road trip stories?**

"The stories I can think of all involve people who probably wouldn't want me to tell them! There were some good times with this bunch. I do have one interesting story. One year, we went to the NAAB Convention in Kansas City, Missouri and everybody bought tickets to a Royals baseball game. Archie Nelson, Dan Ranney and myself had not. So we went with the group, but had to sit in the bleachers out in right field. Three women sat right in front of us. As we were enjoying the game, every once in a while, they would turn around, look at us and laugh. It was really hurting our feelings, until we realized they were staring at our name badges that we were still wearing from the convention. NAAB had a slogan at that time that was written across the top of the badges that read, "Know Your Semen Supplier". They thought that was hilarious and actually talked us out of our badges to take home to their husbands and tell them how much fun they had at the ballgame. Oh the joys of working in this industry!"

**What advice would you give to current All West employees for the future?**

"This industry is changing rapidly and change will continue to happen. Some changes we will predict and others we will not. Don't fight it. Try to embrace the changes and determine the best ways to handle them as they come. We are in a position to do very well in the future as an A.I. cooperative. As former 49ers coach Jim Harbaugh used to say, 'Who's Got it Better Than Us... NOBODY!' and the same is true for our team."





**What advice would you give to someone just starting their career with All West?**

“Make sure you’re doing what you like to do. Make sure you have passion for what you do. If you don’t enjoy going to work, it will be the longest 40 years of your life. But if you enjoy what you’re doing and enjoy the people you’re working with, you will never truly work a day in your life. I’ve had the opportunity to work with terrific people, both from All West and Select Sires. Not every day has been rainbows and sunshine, but almost all of them have been. So choose your career wisely. Don’t do it just for the amount of money you will make, do it because it is something you really enjoy and your career will go by so fast. It seems like I just started and suddenly it’s about time to step aside and let the next generation take over.”

**What is one thing you want the people of AWSS to remember Bill for?**

“It’s simple. I’d just like members and employees alike to remember me for being fair, honest and always trying to do the right thing.”

**What do you plan to do with your new found free time upon retirement?**

“I plan to still be around All West as a part-time consultant of sorts as we make this transition. We still have a dairy and I plan to be more active in the day to day management of it. I will spend much of my time babysitting the eight most beautiful grandchildren in the world, regardless of what anybody else says. Susan and I would also like to travel to parts of the United States we have yet to see and I hope to still find some time to enjoy a little wine along the way.”

**Thoughts on Bill:**

**Rene Meyers - All West/Select Sires California Accounts Manager:**

“I have worked with Bill for over 20 years and couldn’t ask for a better boss. I never wanted to hear him say, ‘I didn’t know about that’ when dealing with any issues in the office, so I always told him everything. He supports his employees and trusts us to make decisions that he can back. Because he is a dairyman himself, he understands both sides of the business and really relates to our customers in this way. I appreciate our many years working together. I am going to miss Bill’s laugh in the office. He always makes work fun!”

**Don Davis – All West/Select Sires Sales Representative**

“Bill is caring. Each time he calls me, he says, ‘How are things going?’ immediately followed by, ‘Tell me they’re good’ to which I always respond, ‘They’re great!’ He has added to the success of All West by simply allowing his employees to do our jobs with trust that we will succeed. Through times of change, he was always the glue that held us together. Thank you for many years of leadership and friendship, Bill.”

**Pat Brown – All West/Select Sires Director of Distribution and Plant Operations**

“I have known Bill since he became an executive board member for All West. When he started working for All West, we began talking more and often looking to each other for advice. I have always considered Bill as not only a great co-worker, but also a great friend. He is a person who is willing to do anything necessary to make things work and get the job done.

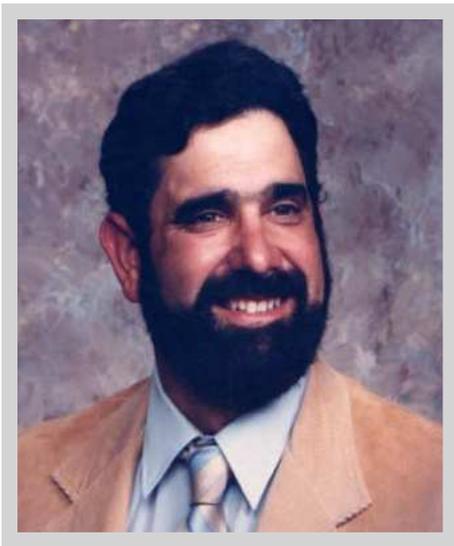
I got to know Bill even better when All West helped sponsor a trip to Hawaii for the California Junior Holstein Club that Bill and I attended. We roomed together and toured the dairies with the kids and their parents. The trip I most looked forward to every year was our annual Tulare Farm Show visit where we would spend several days together solving most of the company’s problems.

Bill has been a great leader and is respected by the employees. His knowledge of the dairy industry has given us an advantage as Bill has ‘been there done that.’ I will miss working with him daily, however Bill isn’t going to just go away. When you are friends with Bill Genasci you are also friends with Bill’s family. I seldom ever go to California without having dinner at Bill’s house with him, his wife Susan, their boys and families. I wish Bill a great retirement and know I will be seeing him in the future.”

**Jeff Ziegler – Select Sires Genomic Program Manager**

“I first met Bill as a member of the National Select Sires Board of Directors. He was a stately man that looked of middle eastern decent at the time with a deep, robust voice. He was a man that spoke his mind yet was never self-centered. I’ve grown to know Bill as a passionate man, always striving to help others succeed and never putting his personal agenda before company and customer success. I now see Bill as more of a personal friend than an industry colleague.

He is loyal to the bone to his family, his employees, and his customers. He’s also a great listener. Bill wants to hear the viewpoints of others and clearly listens to their



words. He has a magical balance of listening, responding in a way that you know he listened, and even if he doesn't agree, makes you understand your opinion was part of his decision process.

I was in California recently and was invited to join Bill and his sons for a day of wine tasting in an area north of Modesto I had never been to. Bill personally knew many of the families who owned these small wineries. The laughs and family stories were abundant and by the end of the day I felt as though I was a Genasci myself. Bill invited me over to join his family ritual of a dinner where all the Genasci kids, their spouses, and grandkids enjoyed a meal at Bill and Susan's home. Again, I was treated like a member of the family. Bill is a walking role model of living life with integrity. He has taught me an important lesson by being honest even when the message isn't one the listener wants to hear and presenting the message with the utmost respect. Show respect to others and the same respect will be returned even if the topic at hand isn't easy.

Bill came to AWSS with name recognition. The Genasci name and Gen-Ace herd already had built respect within the industry. So the credibility factor of All West simply rose when Bill came on board. Bill's tag team mantra with Herald Catlin made business relationships almost feel more like personal friendships.

His listening skills and response to questions that always had incredible personal well-being as their base within their reply. Bill is never too busy to just stop and listen. In today's rat race of the quick decision making our industry has evolved into, we can't have enough people like Bill that will simply stop and listen.

I want Bill and Susan to both know, 'mi casa es su casa'. As Bill enjoys spending his retirement in any way he wants to, the Ziegler house is always open for a visit, a meal, or a room to rest at any time. Plenty of good Pinot will be on hand, as I hope the Zieglers can share more laughs and memories with the Genascis.

#### **Dave Rama Sr. – The Cattle Exchange Director of Sales**

"I have known and been friends with Bill Genasci for the better part of 30 years. Bill and Jim Genasci have purchased cattle and embryos in many of our sales over the years. In addition, I shipped a number of loads of heifers to Gen-Ace Dairy years ago. Bill and Jim were always firm believers in rock-solid cow families for high type, depth of pedigree and tremendous production. Many a night we discussed particular animals or embryos of interest to Bill.

Bill Genasci is one of those guys you always want to see every chance you get and a person you will never forget. Bill's warm smile and boisterous laugh make you feel right at home every time you meet...it makes being friends with Bill easy. He has a tremendous knowledge of cow families and sires, past and present, and he is one of those people you can count on for sound advice. Honesty and integrity are two traits that Bill is well-known for and anyone who has done business with Bill will vouch for that. He will be greatly missed at All West/Select Sires.

At the recent 100th Gen-Ace Anniversary Sale, I watched Bill visit with many breeders who attended the sale. Virtually all asked his advice on mating sires. As I said, Bill has built respect from years of friendly, knowledgeable service. He has made a difference on the quality of cattle that many dairy producers have bred and by breeding quality cattle, he has improved their bottom line financially. His clients know this as well!

Bill Genasci has inspired many over the years with his passion for breeding superior dairy cattle. His enthusiasm is infectious and many can look back and say that Bill has been the driving influence in assisting youngsters show and get involved in the industry. He created a spark for many and we are all better for it!

Bill, Merry and I wish you continued success as you try to slow down and hopefully take time to stop and smell the roses

with Susan! We will look forward to seeing you at Holstein events and hopefully get you to come east to attend more Cattle Exchange Sales!"

#### **Greg Silva – All West/Select Sires Dairy Program Specialist**

"I've known Bill my whole life and he knew my parents before I was even born. He has always been a mentor and second father to me. When he started working for All West, I was his first hire. One of my favorite memories of Bill is when I asked him why he hired me in the first place to which he jokingly replied, 'Well I pulled a hair sample and evaluated your genomics and you seemed like a valid choice.' He has taught me many lessons over the years, especially how to be patient, although I don't always practice what he has preached. He reminds me to think about a decision before I react, which is something I am also still working on.

His experience being a dairyman and knowledge of owning both commercial and registered cattle has given our employees an insight in to the way a dairyman thinks. His experience as a past board member and President of Select Sires has offered us yet another valuable perspective.

I will miss Bill's calm voice of reason. He has always been only a phone call away, even if it's just to vent or get something off my chest. Thankfully I know he'll still be around to listen. His advice on how to handle certain situations has always been appreciated. I wish he could stay here until I retire!"

#### **Ken Rowley –All West/Select Sires Agent Representative**

"I met Bill when he started working for All West here in the Central Valley. Coming from a dairy and knowing what dairymen need, Bill fit the position very well. He and I have always had a good working relationship. He is very appreciative and caring about all of his employees, but also keeps them on track and working together as a team.

Bill will be greatly missed, although I know he is not leaving the industry completely. I wish he and Susan much happiness upon his retirement and look forward to still seeing them both often. Congratulations for everything you have accomplished and thank you for everything you have helped me accomplish, Bill."

**Jim Wells – All West/Select Sires  
General Manager & CEO**

“I have known Bill since 2000 when I joined All West/Select Sires. I worked under Bill’s direction for the first eight years of my time at AWSS as a sales manager in California. The entire 16 years I have known Bill, our relationship has been one that we could share our ideas and thoughts with each other about all aspects of the AWSS business. We have not had a disagreement of any kind during those years.

Bill is loyal, solution-oriented, a consensus builder and pragmatic. I will always remember the first time I met Bill with Herald Catlin at Stuart Anderson’s Angus Ranch in Modesto. They had a steak and lobster special that night. Herald was curious if there was a possibility that I would consider joining All West. Herald said, ‘we don’t pay really well but you’ll really like working for All West.’ Bill added ‘and Herald will make sure you’ll eat well too!’

One thing I learned from Bill early on was that our job at All West is to deliver results to our member-owners. The member comes first, and as we go about our business everyday with that foremost in our mind, we will never stray from our purpose at All West. He has a sense of balance and control that brings any solution, no matter how stressful or contentious, to a quick point where cooperation and teamwork prevailed. Through his synergistic nature, he managed to bring people of different points of view to unite in a common cause that serve the co-op member first and built a culture of team work that has flourished at All West.

I will miss the easy access to seek his counsel and input in all our decisions. All West. To me he has been a confidant, an advisor, a counselor, and a sounding board for not just our ideas, but for challenges and situations that come about from time to time as a result of being a part of a nine-member federation at Select Sires.

My first wish for Bill’s retirement is that he was about 10 years younger! Bill has served this cooperative in about every capacity an individual possibly can as a member, delegate, director, All West Board President, Select Sires Director, Select Sires Board President, as an employee, and Director of California Operations. He has done it all and given his all to this cooperative. Everyone connected to All West wish Bill and Susan the time and opportunity to enjoy many things that they have been looking forward to!”

**Frank Borba – All West/Select Sires  
Board Member and customer/owner**

“I first met Bill in the early 1970s through Holstein breeder associations and through our All West membership. My wife, Carol, has known the Genasci family her whole life. In one word, I would describe Bill as a politician. It took a lot of work, but he eventually taught me how to be politically correct...sometimes! I will never forget traveling home with Bill from an All West meeting right after 9/11. We both got escorted off the plane after boarding; we must have looked suspicious! I am going to miss traveling to meetings with Bill and the good times we always seem to have together.

Bill has contributed to the success of All West/Select Sires in every way possible as a delegate, director, president of All West, president of Select Sires and more! He has always put the cooperative, Select Sires and the federation first in his decision making. I am going to miss hearing his All West/Select Sires expertise as a board member and customer. Carol and I wish Bill the best of luck in whatever he endeavors going forward and hope he and Susan spend even more time enjoying their family and grandchildren!”

**Fred Jorgensen – All West/Select Sires  
Dairy Program Specialist**

“I have known of Bill and the Genasci family for nearly 40 years through Holstein organizations in the dairy industry, but I first really got to know Bill when I was hired by All West in 2000 while he was serving on the board of directors. I’ve always said, if you can’t get along with Bill Genasci, the best way to start solving that problem is to take a good look in the mirror. He is a great guy who is extremely easy to get along with. I’ve learned something from everyone I have worked with, but there is no short answer when describing lessons learned from Bill. His ability to remain calm, no matter how excited the other party may be, has always made him good at handling problems and finding solutions. I hope Bill and Susan have a long and happy retirement that they get to enjoy!”

From all of us at All West/Select Sires, we say THANK YOU Bill!





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## Barham Joins All West/Select Sires Team

All West/Select Sires is pleased to announce the addition of Brad Barham to the team as a Sales Support Manager, based out of the Turlock, CA, office. Beginning in January of 2017, Brad will be working in the field with All West sales and service personnel to help promote the competitive advantages that the Select Sires lineup provides. In addition, Brad will spearhead the All West Jersey marketing program from Washington to southern California. The growth of “the little brown cow” has become a strong change in the western dairy landscape, and that, along with the Select Sires’ partnership with Jerseyland Sires, puts All West in a fabulous position to become the leading source of Jersey genetics and Jersey expertise for western producers.

Brad grew up with Registered Jerseys on a farm in east Tennessee and received a Bachelor’s degree in business administra-

tion from Tennessee Wesleyan College in 2010. Brad has worked as the genetic & reproduction manager at Barham Jersey Farm where he negotiated more than 30 contracts with eight different A.I. organizations. He’s a graduate of the inaugural Jersey Youth Academy, and was a Business Development Specialist with the American Jersey Cattle Association. Most recently, Brad was the Genomic Programs Manager for River Valley Farms.

Brad is married to Iris Peeler Barham, who graduated from Virginia Tech with a BS in Dairy Science and an MS in Reproductive Physiology. After working as a Large Animal Sales Representative for Fort Dodge, Iris became the Dairy Supervisor at Berry College in Rome, GA, where she oversees 45 student employees. Brad and Iris will be relocating to California with their daughter, Addie.



“We’re excited to have Brad join the All West family,” states Jim Well, CEO of All West/Select Sires. “Brad got to know a lot of our team through his involvement with River Valley. His knowledge and passion for the dairy industry is unparalleled! We are looking forward to having him involved with customers across the entire All West region.”

To reach Brad, please email [bradb@allwestselectsires.com](mailto:bradb@allwestselectsires.com)



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