



The Bullhorn

Spring 2014



PO Box 507, Burlington, WA 98233
800.426.2697
contact@allwestselectsires.com
www.allwestselectsires.com



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Meet Your President

Mark Van Mersbergen
All West/Select Sires President
Markwell Holsteins, Lynden, Wa

While newly elected as President of the All-West Select Sires Board, Mark Van Mersbergen is hardly a stranger to the cooperative, or its managing delegation. Mark and his family have been life-long residents of northwest Washington and have worked with All-West throughout the years in many different ways. Capitalizing on experience, family involvement and personal ambition, Mark eagerly takes the reigns for a two-year term and talks to us about what his position means, both personally and professionally.

All-West: Tell us a little about your background, as well as where you and your family are positioned now:

Mark Van Mersbergen: I'm a born and bred dairy kid. My dad, Marvin, started in the business in 1955, and I was born one year later. He worked on a rented farm for the first six years of my life, and then we moved to the present location where I'm at today...and I haven't left! I've been fortunate to be surrounded by registered cattle all my life. We originally had Guernseys, and around the mid to late 70s, we had developed quite a nice group with ½ scoring Excellent and ½ scoring Very Good. That same group produced over 40 All-American/Junior All-American nominations and was in the Top 10 for herd size for production in the country. Honestly, we were really rolling during that time. A lot of people asked us why we made the switch to Holsteins and in part, we knew that if we could develop cattle like that, we wanted to have the traffic and the visitors and the excitement that goes along with it...and really makes you want to get up and work that hard every day. We wanted to participate in the big shows and even though we weren't sure of the outcome,

my dad and I decided to try it. Our original goal was to be a half-Guernsey, half-Holstein herd, but as time went on, the writing was on the wall.

It's interesting to look back and see the All-West connections so early on. The second cow Dad bought was a Mars Tony daughter who became Raven's granddam. He purchased her from Hubert & Mitch Johnson, both of who served on the All-West Board.

We're milking 30 cows that have a BAA of 113% and a production average of roughly 26,000M 3.9%F and 3.2%P. All but one cow in the herd that COULD be Excellent IS Excellent, and a large majority are sired by Select Sires bulls. While we like to choose our own bulls, we also concede that flushing and marketing demands determine a lot of what sires we use. And because we've been flexible in breeding decisions, we've put Markwell cattle in 28 countries around the world, through either live cattle or embryo sales. That's been fun for us, and we're going on 25 years of doing it! We've also been honored to earn the Progressive Herd and Progressive Breeder awards a number of times.

The cow that we've worked with that means the most to me is Markwell Bstar E Raven (EX-95 3E GMD-DOM 5*). While it was an honor to have her nominated Global Cow of the Year, and to find out that during that time (about 8 years ago) that she had 600 registered females that had been classified (100EX, 400VG and 100GP) was amazing; it meant even more as a cattle breeder to be able to receive that type of appreciation from other breeders that bought into the family.

We're a growing family these days! Between my wife, Ronda, and I we have eight children; three of which are already married and have blessed us with three beautiful grandchildren. The excitement continues to build as we plan for another wedding this June. We find it a huge blessing to have such a great (and expanding) family!

AWSS: How meaningful is it to hold the position of President of All-West, a position that your father held as well?

Van Mersbergen: It's extremely meaningful. It's part of giving back. This industry is one that's treated me and my family very well, and this is a company that's treated us well. I was a Delegate to the All-West Board for 18 years, and thoroughly enjoyed it. I find it a privilege to serve as President. I'm not trying to correct the direction of this ship, just to keep

it on course. We have great people, great resources and it's been guided by great men in the past.

AWSS: Has your dad given you any advice on leading the cooperative this year?

Van Mersbergen: My dad didn't say very much, but he did emphasize that this position forces you to be your own man and make your own decisions. However, once you're president, you let the Board act. My role is to guide them during meetings, not dictate to them. We have a tremendous group of men & women that lead All-West and my job is to make sure all that talent that's in the group is expressed and we make the most of it. We always have enjoyable, productive meetings, and one of our best was a communications retreat last summer. That has paid us back tremendously in that we became a highly efficient unit, not individuals, who could effectively communicate amongst ourselves and with the rest of the All-West community. We're all in this together!

AWSS: In a very competitive environment, what are the key elements that All-West needs to have in order to stay competitive in today's AI market?

Van Mersbergen: I believe that open communication between the board and management is key, and that's definitely one of our strengths. If you're going to stay competitive, good internal communication can keep you on the cutting edge. 'We need to continue to do better' is a phrase too often used...I mean what does that really mean? I think we need to continue improving the programs and services we offer, because that's what will distinguish us from the competition. Let's face it, it's not the bulls anymore because there are full brothers from our lineup in many other lineups. What makes us different and better is our people and our programs. We have to continue offering the 'total package' to dairymen, one that will help their bottom line in heat detection, corrective matings and sire selection, along with a program to use highly effective nutritional products. That gives us a way to get our foot in the door with new customers. That's a change in the mentality of how we've done business in the past, but our industry is rapidly changing and customers' demands are different. We can either change with it or get left behind.

AWSS: What's one of the biggest advantages of doing business with a cooperative such as All-West?

Van Mersbergen: Beyond the obvious reasons of being part of a cooperative, like the patronage payments, and direct membership input, I think the bigger advantage

MAKING AN IMPACT

All-West Select Sires



Johnny Machado, Machado Dairy, Turlock, CA, 700 cows
Sires used: SS Deuce, Grand, Alexander, Ray, Al, Gulf, Braxton, Shot, Guthrie

"We select mainly for type, milk and udder composite at Machado Dairy. We've had good luck in the past using Select Sires bulls and have enjoyed the results of high quality and high functioning cows!"



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is being one of nine member organizations that are part of a huge company known as Select Sires. Compared to privately owned AI companies, we have access to top tier bulls, a breed leading female program (at S-S-I), a team of scientists that are devoted to herd reproductive science and semen quality, and a marketing team that makes sure Select Sires semen reaches all corners of the globe. If we were trying to do all that just as All-West, we couldn't do it. Being an involved member of Select Sires and World-Wide Sires opens up all kinds of avenues that benefit us as a cooperative, but more importantly benefits our members.

AWSS: We just completed the 2014 Annual Meeting. What do you think about the current 2014 All-West Board and are they equipped to make profitable decisions for members in the future?

Van Mersbergen: We really have an awesome board. They are thinkers. They believe 100% in this company. They use the bulls, they use the programs, they're giving of their time, energy and intelligence...and

it's inspiring! I am honored to serve as chairman of this board, that's how strongly I feel about these guys. The health of our board goes beyond the meeting room. Yes, we're business associates, but we're also friends. We work when we need to work, but we genuinely like hanging around each other and can have a pretty enjoyable time when the meetings are done. Our wives also attend meetings at times, and they've become part of this great family atmosphere too. Our job now is to pass this enthusiasm and dedication to the next level and we're working on some things to ensure that that happens.

The board is always looking for ways to remain profitable alongside of offering the finest genetics, services and programs available in the industry. Our goal is to work side by side with dairymen in our area and help them achieve their goals as efficiently as possible. That's our #1 priority. And if I can contribute as President to furthering this cause of All-West, I'll have given back to a cooperative that has given so much to me in the first place.

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1.800.426.2697 www.allwestselectsires.com

Karen Knutsen – Editor
karenk@allwestselectsires.com

Allen Bush – Production/Design
allenb@allwestselectsires.com

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The SRS Solution!

Coldstream Dairy is a 1200-cow herd located just north of the All-West Select Sires office in Burlington, Washington. A long-time All-West customer, the crew at Coldstream has been dedicated to doing business with our co-operative based on historical loyalty. But, with new management and increased cow numbers, along with an increasingly competitive dairy industry, Coldstream has recently opened its doors to listen to other AI competitors and weigh their options to get the most cost-efficient genetics available.

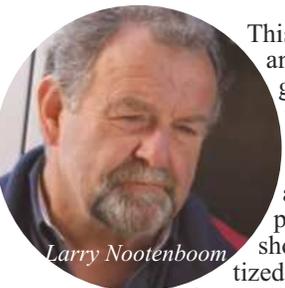
And that's where the All-West competitive advantage kicked in, with our Select Reproductive Solutions (SRS) program. As the dairy industry has also been streamlined and become efficiency driven, so has the genetics business. The SRS program not only provides insight into key performance indicators (measurements of daily processes and dairy personnel that can be used to improve efficiency and the overall bottom line for customers), but it also looks at the value of using good genetics, reproductive techniques, herd nutrition, animal health and daily output of individual cows to give customers an entire herd management profile.



Bill VandeGraaf

One of the less obvious, but very important benefits of the SRS program is that it captures creative thinking and problem-solving abilities from a number of

team players. In this instance, the All-West SRS Specialist Bill VandeGraaf, began visiting with All-West Sales Representative Larry Nootenboom and Coldstream Dairy Owner/Partner Galen Smith nearly a year ago to determine how the SRS program could benefit the dairy.



Larry Nootenboom

This also included an initial coaching guide to recognize what indicators were most achievable and which department goals should be prioritized first. Bill sat

down and discussed industry standards and benchmarks for things like voluntary waiting period, pregnancy rates, heat detection rates and conception rates, not just with Galen, but with the entire group of vested participants including Coldstream herdsmen; on-farm



technicians; the dairy veterinarian and nutritionist; Larry Nootenboom; All-West Select Mating Service Evaluator Maynard Axelson; and newly assigned SRS Specialist Brett Mackay.



Brett Mackay

The SRS program provides a detailed plan that can not only simplify management, but create a "checks and balances" system for each dairy, allowing them to set goals and measure

results. Jose Garcia, Coldstream herdsman and primary breeder agrees. ***"Before we got on the SRS program, we were just breeding cows off the pedometers. Now we have a plan and a goal to do a better job. We have better heat detection and continue to train to be better breeders. Brett helps by encouraging the team to follow protocols and how to handle problem and off-cycle cows."***



Jose Garcia

Of course Galen Smith believes in the SRS program as well, "We like the program because it allows us to see the things we can do to make improvement, not all at once, but in small achievable steps.



Galen Smith

Brett comes for a herd visit to tell us what we have to do next, and also to congratulate us on the achievements we've already made!"

An individual animal's reproduction system is the first to show indications of stress, therefore the Coldstream Dairy vet is an integral part of the team approach. Brett states, "Coldstream has a great vet in Dr. Gale DeJong who is very much a team player. He is present at all our meetings and is open-minded and very helpful. Really, the whole staff is great to work with and because of that, they are successful."

The benefit and the reason All-West has incorporated the SRS program into its toolbox of solutions, is because we are concerned about customer success and helping people improve efficiencies in every part of their dairy operation. Larry Nootenboom agrees that having SRS as a reproductive solutions tool is important. "We can feel certain that we are headed in the right direction when our customers enroll in our programs 100%."

This overall success plan overlaps into the genetic selection focus of the dairy too. "After implementing the program it makes it easier to select better genetics. We feel more confident about getting cows pregnant with the bulls we want to use. The FeedPro sires have offered a group of bulls that make a smaller, more efficient cow and we've seen a difference," explained Galen.



Maynard Axelson

Evaluator Maynard Axelson also believes in helping dairies succeed with a complete package of Select Sires programs. "My customers are fortunate to work with our SRS Specialist Brett

Mackay. He does an amazing job of getting everyone engaged and collecting their valuable input. It's not a one-sided conversation with Brett telling the customers what to do. When teaching the Coldstream group, he tends to use the main herdsman, Jose, as an example and then proceeds to have Jose repeat the steps while showing the rest of the team what to do. This has created a great learning environment and also increased team building. It's shifted from being a 'Select Sires program' to a Coldstream program, and that makes it way more relevant. The owners are so busy managing other daily challenges on the dairy that they can relax and not worry about the genetics side of things, although we should definitely credit Galen for recognizing the value of this program and trying it! The benefit for all is that we are covering every detail of a dairy's individual needs. We don't just sell semen and drive away, we're there for the long haul looking at the big picture."

All-West has a number of SRS Specialists throughout the west coast, each with valuable training experience and hands-on knowledge of problem solving, team building and breed-leading genetics.

When it comes to competition in the genetics field, you can trust All-West to offer a team of qualified men and women who want nothing more than to see you succeed. SRS is yet another tool that can significantly change the profitability of any dairy setup.

The FACES of All-West



The bulls, the programs and the products of All-West Select Sires are limitless and it's quite possible that we could write about them until the end of time. It's nice, therefore, to take a break from the BUSINESS side of things and write about the PEOPLE side of things, because really, they can't exist without each other. And so we'd like to introduce a member of the All-West family, Erin Loogman of Westlock, Alberta, Canada. We first met Erin at the Dairy Challenge Academy held in Tulare, California earlier this year. However, All-West Select Sires representative Glen Felske has known Erin and the entire Loogman family for years and has been very impressed with the talent and ambition of this young lady. Here's a quick conversation with Erin. We hope you enjoy "meeting her" as much as we have, and we hope junior members of the All-West family are inspired by her story!

"My name is Erin Loogman. I have two brothers, Mark and Neil, and of course my mom and dad, Rose and Marcel. Our farm name is Romahoeve Holsteins. We also have a few Jerseys under the prefix Hazel Bluff Jerseys. We milk 60 cows on our farm, which is located 10 minutes west of Westlock, AB. Our family really enjoys working with Glen! He's been coming here for many years, and has always been very helpful and supportive not only concerning breeding decisions, but through sponsorship of the local 4-H program and of our future ambitions. About half of our semen needs are supplied through Select Sires."

All-West Select Sires: What were your jobs/hobbies while growing up on the farm?

Erin Loogman: I was always working with the cows. My jobs were cleaning the barn, milking, and feeding calves. I also help with feeding, and in the summer, helped with fieldwork. I was also in 4-H for eight years so I always had calves to halter break. I was also in the school band and played volleyball during high school.

AWSS: What activity(ies) most influenced you when growing up? Have you participated in things that changed your perspective on life or changed your direction?

Erin: 4-H was probably the biggest activity that influenced me while growing up. I was a member for eight years, I did two years of beef 4-H and six years of dairy 4-H. It was when I moved on to University I realized how important the relationships I built through 4-H were. I have been a member of the judging club since my first year of University, and through that club I was able to reconnect with others who were also in 4-H. I knew I wanted to stay in this industry when I was in my first year. I didn't know anyone else in my huge general science classes, yet I could go back to the agriculture building for our meetings and see many familiar faces. I had a tough time transitioning back then, but you work with the most wonderful people in this industry, and I wouldn't have it any other way.

AWSS: How have you connected with other dairy youth throughout the country and in the U.S.? Are developing friendships beyond Alberta important? Why?

Erin: Not dairy youth always but people involved in the agriculture industry. In high school I participated in an exchange hosted by the Rotary Club, where I was able to go to Agribition where some awesome people whom I am still in contact with today. Through Dairy Challenge I have been able to meet some other dairy youth from the US, whom I am very excited to connect with again when we fly to Nationals in Indiana. In University I realized how important it was to develop relationships. Now I wish I could have participated more and gone on more trips to connect with others outside of Alberta.

It really does become more difficult as you get older, especially when you have responsibilities with schoolwork. At Dairy Challenge, in particular, it's been really fun listening to others talk about the dairy industry, and everyone has a different perspective, especially the people I met from the States. They thought we were weird for keeping our cows indoors and feeding them barley. Who knew?

AWSS: What are you doing now? Future plans?

Erin: To tell you the truth, I don't have solid future plans just yet. I am currently at the University of Alberta with less than



two months to go before I graduate with a degree in Animal Science. My future plans could involve an agricultural exchange, work abroad, an internship, a master's program or vet school. I have a lot of things I want to do, but it's hard for me to plan for the future, and pick the things that would lead me to where (I think?) I want to be. I would hope that whatever I chose I end up in the dairy industry because that is my past and my roots, because I know that working in the agriculture industry is the best kind of life!

AWSS: What's one piece of advice you would give another "dairy farm kid" who wants to pursue an education and/or career in the dairy industry?

Erin: I would say to get involved as much as you can, and have as many experiences as possible to build upon. I was a pretty shy kid growing up, and didn't participate as much as I wish I had in extracurricular activities and the exchange programs that 4-H organizes. I see now how important building relationships in this industry is; because the more people you know, the more they can help you in the future. If you're interested, it's best to really put yourself out there and gain as much experience as possible.



The Revolution Continues

By Tim Baumgartner Jersey Genetics & Marketing Specialist, Select Sires, Inc. 614.406.6517
tbaumgartner@selectsires.com

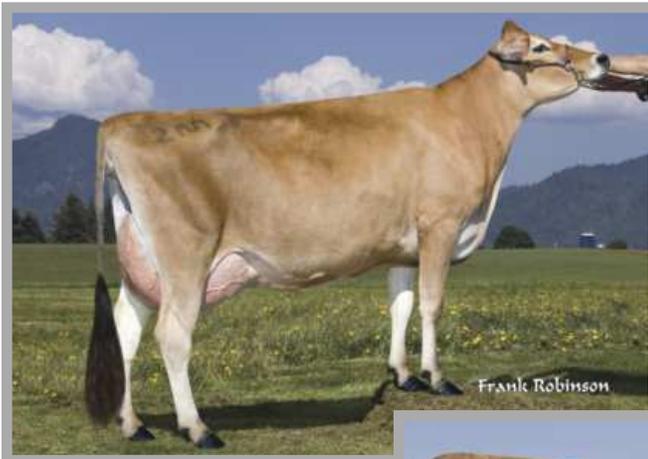
The Jersey program at Select Sires continues to be the talk of the town! With the April 2014 genetic evaluations, Select Sires once again had four of the top five JPI bulls on the Active A.I. list. All four of these bulls are a direct result of being included in a young sire sampling program. The importance of a young sire program is to validate the accuracy of the genomic predictions given to young bulls via daughter performance.

Looking at genetic information can be complex. When every calf is born, it automatically has parent average values and we know with about 30% confidence what those values are. Some producer/owners choose to have the DNA from their calves tested to get a better look into a calf's predicted transmitting ability (PTA). In doing so, the accuracy of these predictions increases to about 50-60% for Jerseys. The importance in using genomic testing is in the value that is associated with more accurate information.

Let's step away from cows for a moment and think about this in a different fashion. Since it is spring time and planting season, most farmers are spending countless hours prepping fields and planting seeds. Before you take the tractor to the field, each of you check the gauges to make sure there is enough fuel and the oil levels are sufficient. Why? Because no one wants to get to the other end of the field, run out of fuel and have to walk back to the homestead. When I was a young lad, the tractor that I was allowed to use never had a very good fuel gauge on it. I was always told to check the fuel levels and 'make sure not to run out.' Thus my confidence in knowing I could work up the entire field was not so good – there was risk. It wasn't until I left for college that that faulty fuel gauge finally got fixed, and thus the next driver had way more confidence in the information being displayed, thus reducing the risk.

For us in the A.I. business, we rely on daughter data to confirm genomic predictions. 7JE1038 Valentino was one of the early bulls to be genomic tested. His DNA information suggested he would sire daughters with an ability to produce a lot of milk from great udders and be outstanding type individuals. These genomic predictions ranked him in the top 5 for JPI amongst his classmates. When his daughters calved in, started to milk and got classified, they proved the accuracy of the prediction he received from his DNA and he is currently the #5 JPI daughter proven or active sire of the breed.

Valentino's success is all due to you! Being involved in the Select Sires Program for Genetic Advancement (PGA) **is the perfect way to help build confidence in the genetics you purchase to assist you in having a trouble-free and profitable herd. Not only is it an opportunity to be an owner of some of the best genetics in the world, it is an opportunity to be actively involved in building the next generation of breed leading genetics.** Have you looked at participating in PGA or if you are already involved, perhaps it's time to increase your involvement? Don't rely on other programs with faulty gauges, but be a part of a program that will get you to the other side and back with confidence.



Cal-Mart VALENTINO Bertha 3607
Martin Dairy LLC, Oregon



Jars of Clay VALENTINO Bridget
Jim Quest, California



BW VALENTINO daughters
Brentwood Farms, California

Scenes from Around All-West



Meet the Breeder of Eastview PASSION



If you attended the 2011 National Holstein Convention in Richmond, Virginia, you probably had the chance to meet some of the Nuckols family. And if you went on the farm tours that week, you had the added benefit of visiting Eastview Farm in Beaverdam, where some of the most well-known brood cows from the southeast have come from. Even if you didn't attend the Convention that year, you might recognize the Eastview name from some popular A.I. sires like Eastview Influence Mattie G, as well as Eastview Garret and Eastview Ernie (who were at one time the only maternal brothers to rank in the Top 50 for Type). Cow families have always played a big part in the development of the Nuckols' herd, and their "people" family plays an even bigger role. Family owned and operated, Eastview Holsteins has a herd average of 23,000M on 115 cows. We had the chance to sit down with one of the family members, Matt, and visit with him about their latest A.I. star, Eastview PASSION.

PASSION is a new release sire from April 2014 and is a Planet son from Eastview BI Inva LL-ET, an EX-90 DOM Boss Iron daughter. She completed her best record at 6-04 2x 365 38,860 3.3 1299 2.9 1119 and

currently has one EX and three VG daughters by Bolton, Planet, Tres and Boliver. Three of the four have records over 30,000M and 1,000F. PASSION's second dam is an EX-90 GMD-DOM "Mo V" daughter, Love Lady, who completed a 4-02 record of 41,190 3.1 1296 3.2 1327. Besides LL, Love Lady has three other EX daughters by Mtoto and Ito, again all with over 30,000M and 1100F.

"Love Lady is one of the three most influential cows in our herd history," explained Matt. "Over 20 bulls to enter A. I. trace back to her. Her family now branches out to eight generations VG or EX. I would describe Love Lady as a cow with high functional type. She had teats that were too long and lacked style but was a great example of dairy strength with great feet and legs. Like Love Lady herself, her offspring are high producing cows that frequently end up as high Very Good young cows." "The Planet mating on Inva was a mutual decision for a mating contract. We had a Planet full sister to Passion that was a VG 2-year-old that we lost to mastitis in her second lactation. Inva's full sister, Ice Cream, had five Planet daughters, of which four were/are VG. Inva has an EX Bolton daughter that has VG 2-year-olds by Freddie and Domain. A couple of our highest heifers are Headliners out of the Freddie." PASSION, a Calving Ease and FeedPro bull, writes a very nice first proof with +2077GTPI, +1585M +611NM\$ and +1.81T. With a +1.86 Udder Composite ranking, it's easy to see where that comes from with outstanding numbers for rear udder height (+2.52) and width (+2.32), fore attachment (+2.35) and udder cleft (+3.21).

So is this new Planet son a true representative of the Love Lady family? What does his proof reveal about strong family traditions? "The first thing that comes to mind is all of our Planets from that family have very short teats so that's not consistent with his proof numbers. The family over-

all has been extremely consistent at making good milking young cows that score VGMS in their first lactations. They often score 83 or better first lactation and develop into high VG cows. True to Love Lady herself, they usually lack style or flash but are balanced, strong cows that produce and reproduce efficiently." The Nuckols' are still working with several members of the Love Lady and Mattie G families, with a greater focus on their younger animals. In fact, Matt said they genomic test all their calves and have done so for three years now. "We're also working with a portion of the herd with a focus on show-ring type and most of those animals trace back to an EX-94 3E Lheros.

Recent flushes have been done on daughters of Supersire, Massey, McCutchen, Headliner, Petrone, Clark, Gold Chip, Freddie and Mogul." Matt, along with his cousin Taylor, work together on the breeding and marketing program and as Matt jokes, "I couldn't do it without him and he couldn't do it without me!" Genetics from today's herd truly represent a family owned and operated business.

The Eastview herd has long been known for high-producing, long-lasting cows. They were the definition of "Productive Life" before it even became a buzz-word for today's proving system.

PASSION will follow suit with his good balance of production and type, a +5.2 rating for PL and generations of performance from the Love Lady family. Breeders from around the globe will be able to benefit from the strong maternal influence this Planet son will deliver! Beyond the cows, Matt has been extremely active in local Holstein activities, judging schools and most recently with the Young Dairy Leaders Institute (YDLI). The well-spoken ag activist does an excellent job connecting the farming community with consumers and legislators, which is a benefit given their close location to the state's capital.

Meet the breeder of Springhill-OH Iron HUSKY

Chris Lang, manager/owner of Springhill It's a "big picture" kind of story, and the more you learn about the breeder of Springhill-OH Iron HUSKY, the more you'll realize he's a "big picture" kind of guy with "big picture" expectations and goals. 7HO10709 HUSKY is the latest result of that kind of breeding philosophy.



Meet Chris Lang, manager/owner of Springhill, a mixed herd of 270 Holsteins & Guernseys located in Big Prairie, Ohio. Like many of his counterparts, Chris was

active in 4-H and Junior Holstein activities growing up, and enjoyed showing, judging and breeding cattle from an early age. A graduate of OSU-ATI, Chris took over management of the dairy from his parents, Tom & Karen Lang, who still live nearby and help out with daily chores. Already with numerous accomplishments under his belt like serving as Associate Judge at World Dairy Expo's National Guernsey Show, becoming a National Director for the Guernsey Association and serving as a member of the COBA Select Sires Board, Chris' main focus is to breed a long-lasting, functionally correct, high producing herd of cows. The dairy has undergone

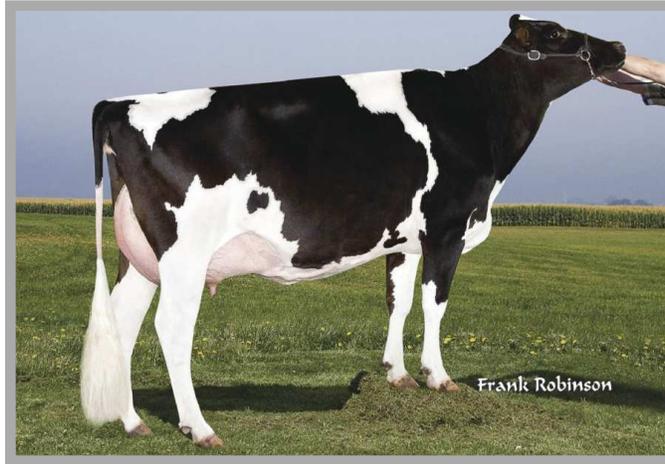
several changes since its inception in 1819, but those core goals have remained.

HUSKY graduated in April as a PGA sire, with a GTPI of +2135. This FeedPro and Calving Ease bull offers a great balance of milk (+1203), high components (+.15F and +.05P) and type (+2.18). Probably what makes him stand out as one of the elite Planet sons is his tremendous maternal line, the Hope family. When Springhill was first established, it was a registered Guernsey herd. In 1974, the first Holstein was purchased at a local sale; an open heifer sired by Penstate Ivanhoe Reflection. The Langs bred her to Elevation, which resulted in Langacres Elevation Hope being born in November of 1975. "Hope is, has, and always will be, the most profound brood cow for our Holsteins," said Chris. "Her family lines continue to be the dominant ones in our herd, and I'd say as much as 75-80% of the Holsteins trace back to Hope. She was a once in a lifetime cow that had great udder quality along with dairy strength that has been passed down generation after generation. Our first ad in the Ohio News many years ago featured this young, Good Plus Elevation with the title, HOPE FOR THE FUTURE...and that she was!"

For those that follow family trees, the branches to HUSKY are an interesting blend of sires. Hope ended up becoming EX-91 GMD-DOM. She had an EX-91 Glendell daughter who was also GMD-DOM. The next generation was an EX-90 GMD-DOM Marshfield Elevation Tony daughter and then Langacres Cleitus Jewel EX-93 GMD-DOM (the same cow family that produced Ocean-View Durham Jewel). Cleitus Jewel made an EX-91 DOM Thor daughter who produced a VG-85 Nick daughter. The 7th generation in this line is a VG-88 Encore and then a VG-87 BW Marshall. That leads us to the dam of HUSKY, Springhill-OH Iron Jeopardy, EX-93 2E, with a best record of 5-06 2x 327d 31,970 3.6 1166 3.0 964.

"Planet was the hot bull at the time, and we thought he'd be a perfect fit with Jeopardy," Chris explained. "She was a big, strong, great-legged cow...an ideal mating for Planet. HUSKY has two full sisters, one which was sold, but one who's still in the herd and is GP as a young cow. She made over 38,000M as a second lactation 2-year-old and over 36,000M in her third lactation. We're really happy with her as she's stronger and wider than some of our other Planets, but she always breeds back and exhibits that quality dairy strength that we breed for." Other daughters of Jeopardy that are doing well include a Bradnick bred heifer that's

due this fall and an Excellent FBI sister at Barry England's in Pennsylvania. Two Bowser daughters of the FBI are still at Springhill and are both potential EX young cows with "smashing udders. They're similar to the rest of the cow family - they breed back quickly, they've got great udders and loads of dairy strength! Jeopardy was one of the greatest cows we've ever bred with a fantastic frame."



Preston HUSKY 3756 (GP-82)
The Preston Farms, Quincy, MI

"For me, HUSKY is the true representation of the Hope family through many different sires and family lines. The nine generations of EX & VG dams behind him all had exceptional udders. Encore infused some substance and width. BW Marshall kept the milk production high. Nick daughters had great udders...it's all tied-in in a different way. We're milking several HUSKY daughters and he does exactly what his linear says he does - makes them with adequate size, with dairy strength, good feet & legs, and nice, square udders. We'll use him again because of his high components, calving ease, low SCC and strength."

To add to the allure of the Hope family, Chris mentioned that there's some nice young cows from all the branches of Hope by Atwood, Atlantic, Bradnick, Dickey ("Dickey worked really well for us"), Guthrie, Shamrock ("Great young cows"), Observer, Robust, Damascus, Bookem, Sanchez, Al, Paul, Braxton, Dempsey, Colt-P and Aaron. That's quite a variety, but as Chris says, it only adds validity to the family. "Irregardless of the bull, the outcome is probably going to be pleasing to us. The family does it all. We've worked with other brood cow possibilities, but we like the consistent results we've always seen with the Hope family." And it's not just this way in Ohio. In 2010, the Langs had a nationally recognized herd reduction sale and dispersed 250 head, of

which 100+ were from the Hope family and are now spread across the country and doing well.

There's more to the Springhill herd than HUSKY however. Currently there are 80 milking Guernseys in the herd which have produced two bulls that are in the Top 15 TPI List for the Guernsey breed this proof round, both of which are homebred. "We had Guernseys for over 100 years, and just recently re-introduced them to the herd. I think what people are most interested in seeing when they come here is how we run the Guernseys and Holsteins completely together. They milk, compete for feed and thrive in our commercial environment equally, and they're excellent at utilization of feed. We've had other breeds, but the Guernseys interact the best with our Holsteins because they're of similar size. It's the best of both worlds as we get the milk from the Holsteins and the components from the Guernseys!"

"What's also been a pleasant surprise is that the Guernseys are an excellent cross on the Holsteins because you can pick either Holstein or Guernsey for the second generation and make it work. We've had some Holsteins that we couldn't get bred and I'm not sure why it worked, but it did. We're running a business here and we must get cows pregnant. If I have to go down the crossbreeding route to do so, then I will. We actually have had two EX cows as a result of this crossbreeding, and both are milking very well!"

In 2012, Springhill was the Top Herd in Ohio for milk production for the Guernseys. The next year, they earned 18 All-American or Junior All-American Nominations, and they're off to a great start this year, as they claimed Senior & Grand Champion titles at the Ohio Spring Dairy Expo, as well a Junior Champion & Res. Junior Champion of the Junior Show, and Premier Breeder & Exhibitor banners.

"It was a pleasant surprise for us to see HUSKY come out as high as he did this proof round," concluded Chris. "It shows you the strength of the Hope family and that they breed true. They're so well-balanced and we think they'll survive and do well in any kind of environment." Sounds like the kind of "big picture" we'd all like to paint!



Sticking to the Basics

Growing up in North Dakota on a dairy, beef and grain farm, brothers Jeff & Jerome Reidman probably didn't think they'd end up as southern California boys, but they have. And together with a team of technicians, they successfully manage an area that covers dairies from San Jacinto to Riverdale, nearly a 300 mile stretch north and south.

Back in the day, the Chino Valley of southern California was the hotbed of the dairy industry. Thousands of cows lined every road just east of L.A. and the dairymen were thriving with good cows, good investment prices and good times. When urban and environmental pressures closed in, and the "golden investor era" of the dairy industry wound down, the landscape of the Chino Valley dramatically changed. But even though cow numbers are well below what they were in the 1970s and 80s, there are still cows adorning the valley today. And this is where the Reidman brothers set up shop. I had the chance to spend a few days with them and struggled to keep pace with the fast-moving duo. Jeff, a graduate of North Dakota State University with an emphasis in dairy nutrition, reproduction and management, explained a great deal of what makes their team a very good choice for local dairymen. "We joined the All-West Select Sires team nine years ago because we needed to make a change in the direction our business was going, as herds were leaving the Chino Valley," he explained. "Most im-

portant in our decision were the programs that Select Sires offers, as well as the lineup of bulls and their philosophy of breeding with an emphasis on long-lasting, functional-type cows. We really appreciated the fact that they were diversified, working to be the leaders in type, milk, TPI, NM\$... the list just goes on and on. The fact that Select leads the industry in fertility rankings was a positive for us!"

Joining Jeff and Jerome are technicians Matt Lusby (Chino); Eric Odens (Bakersfield) and Steven Altamirano (Riverdale). Together the men provide sales and arm service, Select Mating Service (SMS), Select Reproductive Solutions (SRS) and the Agrarian product line which includes things like Convert Impower, Biofresh Boluses and Select DTX.

One of the things most noticeable during my ride-along was the "team atmosphere" that customers felt with Jeff and Jerome, and the way the brothers were an integral, working part of the dairies they visited. "When we work with our customers, in many cases we are part of the management team, especially in the reproduction portion of the business," Jeff said. With many dairy owners involved in other businesses, being able to rely on the All-West team is crucial and the Reidmans take that customer trust very seriously. "We use all our resources (team members) with each producer's account, which includes veterinarians, nutritionists, our technicians, Agrarian product managers (Mike Henderson and Russ Verhoeven), and a host of Select Sire program experts as needed. It

really is a team concept that we bring to our customers and I think that shows them we're not only concerned about genetic success, but overall success of their business."

Jeff commented that one of the biggest rewards they all enjoy seeing is resulting offspring. "I enjoy getting pregnancies and providing the best possible program we can for our clients, but seeing the results and knowing the customers are satisfied...that's the most rewarding feeling of all."

When asked what his favorite products and bulls were, he didn't hesitate to say the BioFresh is the favorite product because he feels it makes a huge difference in cows, especially during transition periods. But when it came to favorite bulls, that was a more difficult answer. "I've been in this business over 30 years so it's hard to pick, but I definitely like consistent bulls. Having said that, I really enjoy seeing the ADVENT and ATWOOD daughters. There are a number of bulls with daughters calving today that are making tremendous cows, so to pick three is difficult. ADVENT would be a favorite type bull of mine. BLITZ is one of our all-time favorite milk bulls; and COLBY was a consistent bull that made a lot of people happy. My list really could go on! Ask me next week, and I may say BRAXTON, ALLSTAR and GLEN, or DOMINGO or TEMPO or SHAMROCK or MOGUL. It's a nice problem when there are so many to choose from over the years!"



Technician Matt Lusby works with Jeff and Jerome in Chino.



Jerome and Jeff Reidman aren't only favorites with their customers for their genetic knowledge, but their humor as well!



Tail chalking and breeding starts early for the Reidmans, and in this case, the moon was still up!

With an ever-changing landscape of the dairy industry in Chino, the Reidmans have been successful at constantly evaluating their business, and finding ways to create new opportunities for All-West. What hasn't changed has been their personal beliefs. "As the industry continues to change, my advice stays the same. Build solid, production cows that will last a long time and will be as efficient as pos-

sible during their life. I try to stay the course and adjust some depending on what the customer desires. But I have always tried to get as much milk as we can and still have good type. What you breed today, whether it's an emphasis on fat, protein or whatever the latest trend is, you'll be seeing that three years down the road, and it could be totally different than what you need. Holding true to the basics

of milk and type, while adding other traits, has kept us moving ahead in a profitable fashion."

The Annual call...

Being a cooperative, All-West Select Sires is required to have an Annual Meeting of its Directors and Delegates to discuss yearly business, elect officers to the executive board, plan for future projects, and recognize achievements. It's also a time to share ideas, listen to Select Sires updates and learn from interacting with each other.

As President Mark Van Mersbergen commented in his article in this issue, being part of the All-West delegation is a duty, yes, but also a very enjoyable honor. This year's meeting, held February 20-22 in Portland, Oregon, included a round-table information gathering exercise, departmental updates from All-West, financial updates and an awards banquet. To say that the 2014 delegation is active, inspired, enthusiastic and determined to move the cooperative forward is an understatement. Get the details from your local delegate or director and get involved! The success of your cooperative is based on all team members working together!

Following are scenes from the 2014 meeting.



All-West CEO, Jim Wells, leads a lively first-day discussion.



It looks just like you! Steve & Jennifer Holmes (District 22) Escalon, CA, take their turn getting a caricature drawing done during the pre-banquet hour.



The power of creative minds! All-West Directors and Delegates met as small groups to discuss current topics and creatively brainstorm for future projects.



And the best smiles award goes to... Dave & Veronica Gomes (District 20), Willows, CA.

The Royal Couple. Newly elected All-West President Mark Van Mersbergen and his wife, Ronda.



Vice President Jim Regli (District 29), Ferndale, CA, takes a quick technology break to touch base with the family and hear the kids' sports updates!



Outgoing President Randy Kortus congratulates retiring Feed/Product division manager Don Lamb and his wife, Kathy.

It's a family thing! Director & delegate spouses enjoy Annual Meeting time just as much. Pictured here are Katie VanderKooy, XX??, Sharon Idsinga, and LaVonne Boogerd.





P.O. Box 507, Burlington, WA. 98233
(360) 757-6093 / 1-800-426-2697
www.allwestselectsires.com

Comments and questions are welcome.
Address comments & questions to:
All West/Select Sires
P.O. Box 507, Burlington, WA. 98233

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Outgoing President Randy Kortus congratulates retiring salesman Lanny Kipp of Vancouver, WA, pictured here with his wife, Sandy.



CEO Jim Wells congratulates retiring President Randy Kortus and thanked him for his many years of service to All-West



It's not a dairy cow, but we think he might like it! CEO Jim Wells congratulates retiring District 18 Delegate John Rohner of Baker, OR, joined by his wife (and new delegate), Kate.

All-West Select Sire 2014 Annual Meeting, Portland, OR



Executive Committee: CEO: Jim Wells, Dist 29; Jim Regli, Dist 1; Mark VanMersbergen, Dist 15; Bill Kennedy, Dist 12; Chad Martin, Dist 5; Jim Boogerd, Dist 28; Dennis Areias, Dist 24; Pete DeGroot, Dist 21; Walt Stornetta, Dist 27; Monty Hoggard, Board Sec; Christine Waters, Dist 2; Jerry Lanting, Dist 22; Frank Borba, Dist 6; Randy Kortus, Dist 18; Frank Ausman.