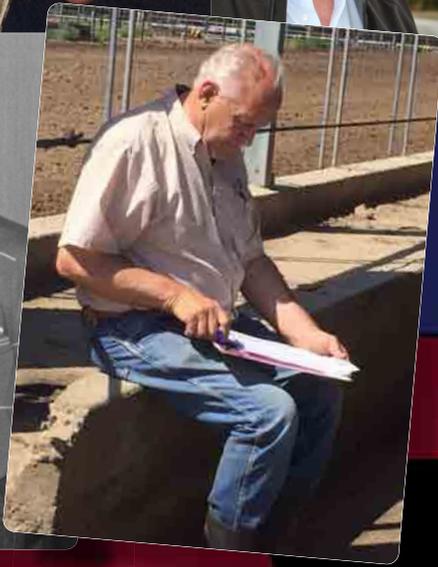
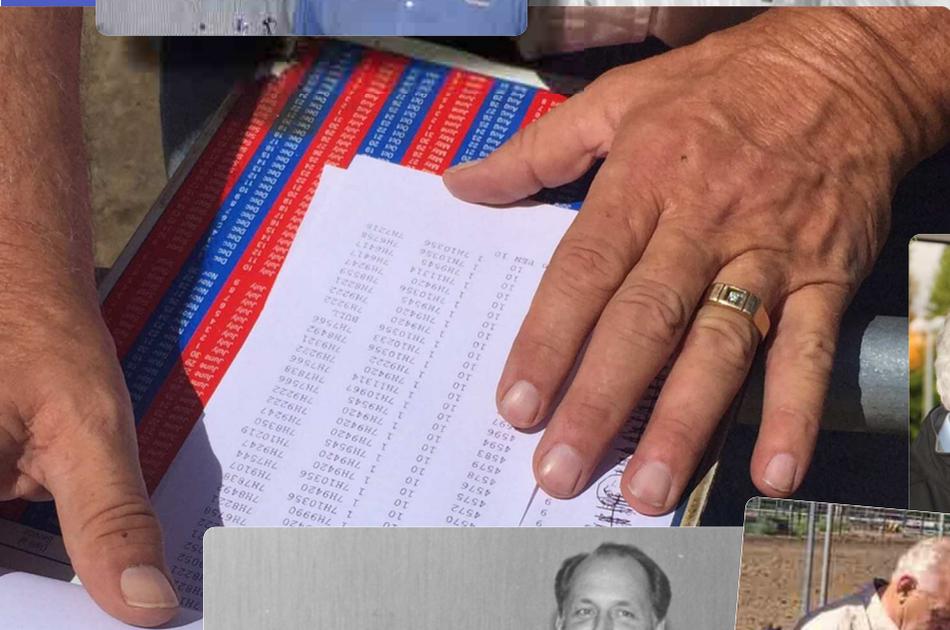


# The Bullhorn

Summer 2016



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## Your Success... Our Passion.

It's not just a company theme, it's our core belief. We're proud to work side by side with producers from western Montana to southern California thanks for your business!

# From the CEO

Jim Wells, CEO All West/Select Sires

## One Jump Ahead

There's a lot going on these days at All West!

The 75th Anniversary of All West is still in full swing, and we're nearly halfway through the year-long celebration! If you haven't checked out our video series at [www.allwestselectsires.com](http://www.allwestselectsires.com), you're missing some great conversations with those who have built this cooperative. They're not only informative about the early years of All West, but pretty entertaining as well! This celebration will overflow into the Select Sires Board meeting that will be held at our office in July. Getting ready to host federation members in a few weeks has been quite an experience! We invite you to check out the "preparation work" on our blog, that's also on the website! Above all of the controlled chaos, we're really excited to share the beautiful Pacific Northwest and "How the All West was Won" with our fellow federation members.

We're also "celebrating", although that seems like a poor choice of words, the retirement of Ken Haak after working with our cooperative for 47 years. We wish Ken and his wife, Mary Jane, nothing but the best as they enjoy some much deserved time off. Selfishly, however, we're going to miss having Ken on the team.

We are pretty busy with training these days, including advanced RePRO training in Washington with King Smith of Select Sires, and a new ProTECH training program with Greg Collins and Harry Anderson in California. We've also kicked off an All West 101 training series for newer employees. The culture of All West has always been to have a strong sense of curiosity and never stop learning. Through these ongoing training programs, we're not only developing more knowledgeable employees, we're enriching the lives of our customers with more highly-trained, capable All West representatives.

Beyond all the other excitement, we're experiencing an unprecedented run of genetic power! The April 2016 sire summary run showed Select Sires bulls dominating the Holstein lineup. It's nice to have the prestige of 8 bulls in the top 10, but what does that equate to when talking about better service and profitability for our customers? In the coming months, we will be showing you more in-depth analysis and advantages of having these high-level genetics available for your breeding program. We all know that in times of challenging milk prices, every breeding decision becomes more critical, so why not capitalize on getting the most bang for your buck?!

So what do all these things have in common? They put All West "One Jump Ahead" of the competition. From our people, to our training programs, to our anniversary celebration to the undeniable power of the bull lineup we have right now, we're putting our customers "one jump ahead."

You'll see the "One Jump Ahead" logo used throughout this newsletter. It was developed and used in 1974 by Jerry Strandlund, then advertising manager for the cooperative. Jerry, still a treasured friend of All West, will be featured in our anniversary video series this summer! Even 42 years ago, All West was committed to putting its member-owners "one jump ahead", and we're happy to say that has never changed!

Thanks for your continued business. Enjoy the summer!



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## The Bullhorn

Summer 2016

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## Getting "One Jump Ahead" with FLAGSHIP

### The Magnificent Miri – dam of 507HO13373 FLAGSHIP

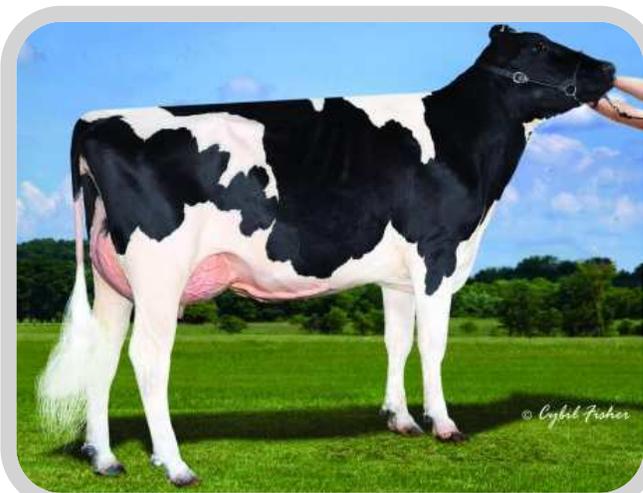
Few cows in breed history can single-handedly change the direction of the breed, but when it does occur, it's like a seismic shift in the population. S-S-I SUPERSIRE Miri 8679-ET (VG-88, EX-MS DOM) is one of those cows. She is the dam of global sensation 507HO13373 FLAGSHIP and he is Miri's highest son for GTPI at +2796. His profile is nearly flawless, having a great balance of type, production and health traits, as well as being low SCE at 6.4. He has already been used extensively as a sire father, and his first calves should be arriving later in 2016.

Miri is a third generation result of the Select Sires ART (Aggressive Reproductive Technology) Program. Her dam, S-S-I BOOKEM Modesto 7269-ET (VG-87 DOM), has produced numerous sons and is a full sister to proven graduate 7HO11383 MORGAN. Miri's granddam was one of the first acquisitions of the ART Program in 2009, Roylane Shottle Mindy 2079-ET (VG-86 DOM), and is a maternal sister to the most dominant sire in the breed today, 7HO10524 ROBUST.

Miri began her career at Trans-Ova Genetics in Iowa, and was a prolific donor as a maiden heifer. She has produced over 60 offspring to date,

with more calves due later in 2016. Fifteen Miri sons will be sampled, including the likes of 7HO13264 ALLTIME, 507HO13250 JEDI, 7HO13251 JETT, 507HO13313 EXPRESSO, 7HO13281 MILLER-P, 507HO13328 YALE, 250HO13372 FIVE STAR and 507HO13373 FLAGSHIP.

Once her IVF window closed as a heifer, Miri relocated to Mitch Breunig's Mystic Valley Dairy in Wisconsin to calve and begin her career as a cow. Her ability to thrive in a modern environment was one of the most amazing things for me. She lived in a group with 130 other first-lactation cows and outperformed nearly all of them. Her first record of 2-00 3x 365d 39,810M 3.5% 1402F 3.1% 1234P was achieved with no special care; she was treated like every other cow. Miri started



S-S-I SUPERSIRE Miri 8679-ET (VG-88, EX-MS DOM)

out as VG-85 and by the week before she went dry, she was raised in score to VG-88, EX-MS....while still milking 118lbs. a day! She is a cow with an amazing personality. She was always easy to find in the freestall barn, as she laid in one of only three stalls, and if she wasn't there, she was the bunk eating. Additionally, she was invariably the first cow to the milking parlor nearly every milking. These are traits that tell me she's a special cow, even beyond her genomics and her offspring. After completing her first lactation, the de-

**507HO13373 S-S-I 1stclass FLAGSHIP**  
**GTPI +2796 +1311M +86F +50P**  
**+907NMS +946 DWPS +2.56T**  
**+2.11UDC 6.4CE 8.2PL 2.2DPR (4/16)**



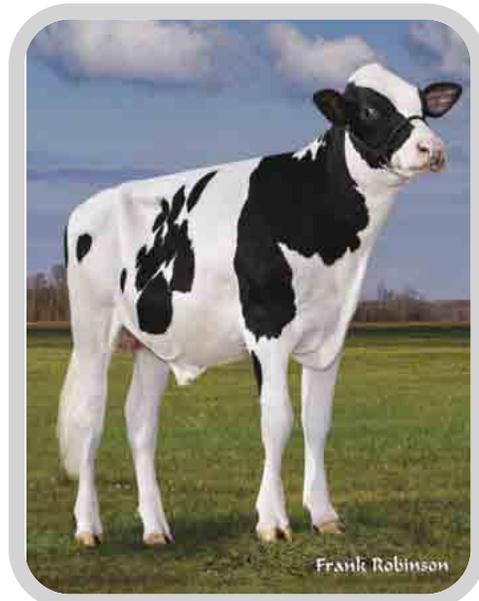
**Kevin Jorgensen**  
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cision was made for Miri to be sold and she was purchased by Darin Meyer of De-Su Holsteins in Iowa. We made the decision to relocate her as Select Sires had already done IVF work with Miri granddaughters, as well as many of her highest daughters including FLAGSHIP'S full sister, who is +2769GTPI. Miri has a 507HO12600 MODESTY grandson who is one of the high calves of the breed at over +2900GTPI. In addition, Miri's first daughter is now fresh at Mystic Valley and has the same look as her dam. She's sired by 7HO11934 HEADWAY and is a full sister to ALLTIME. Miri has settled in nicely at De-Su and calved the first week of June with a heifer. Darin said she's off to a great start in her second lactation.

It's been the thrill of a lifetime to watch this cow develop into a real-world setting, and even more exciting to see her offspring making an impact on farms across the globe. Many of the highest males and females in North America are JEDI calves and we look forward to seeing the early FLAGSHIP calves later this fall. My recommendation is that I'd use every son this cow produces, as she's truly a seismic, breed elite, kind of cow! And that will put All West customers "A Jump Ahead!"



Miri in her working clothes at Mystic Valley



Frank Robinson

# Celebrating 47 Years of Ken Haak

Forty-seven years. That's a long time for someone to work in the same industry. But for someone to work for the same company for 47 years; well that's just exceptional! And All West salesman Ken Haak of Lynden, WA, is just that! To the soft spoken, always-smiling, passionate student of the industry, these 47 years were filled with change, with sorrow, with happiness and with a level of success that's beyond measurement. You can't capture the entire story in one article, and because of the man that Ken Haak is, you certainly can't end it completely, either!

We are excited to share with you a two-part interview with Ken; one will be included in the story here. The other part is a video chat we had with Ken, and his wife Mary Jane, on a summer day at their beautiful home in Lynden. You can find that interview on our All West website at [www.allwestselectsires.com](http://www.allwestselectsires.com).

You'll also read some various thoughts/comments throughout this article that friends and customers had to say about Ken and his time spent with All West. We're sure this is just the tip of the iceberg!

As we talk about being "One Jump Ahead" in this issue of the Bullhorn, it certainly seems appropriate that this is also the issue that contains Ken's tribute. Ken was not only employed when the "One Jump Ahead" ad campaign was being featured at All West, he was actually living and breathing the "One Jump Ahead" concept in his everyday work. We're blessed to have him as a co-worker, and even more fortunate to call him friend.

**All West/Select Sires: It's hard to summarize 47 years in one story, but what's it been like? What have you seen your customers experience? What remains constant through it all?**

Ken Haak: What remains constant is that this job has been, and always will be, about people. My customers have developed into great friends, in so many different ways. For instance, Rod DeJong of Eaglemill Farms in Lynden. I bred cows for Rod's dad, then for Rod himself, and now for his three sons. There have been four generations that have worked on that farm, and I've been there through it all.

Working with families that become part of your life is the best part of this job! It's fun to watch the generations grow up. Some follow in their family traditions and become dairy producers too; and others choose different career paths. Mary Jane and I have been humbled by the fact that we're invited to graduations and weddings. We

Ken started his career with All West as a technician. Back in those days, it was very rare for a dairyman to ask for a particular bull. Instead, they'd usually just request a specific breed of bull to use. However, Ken became a trend-setter early on and looked at every cow before thawing semen. He always wanted to choose a bull that would result in the best mating.

Ken was an evaluator before the A.I. industry realized the importance of having such a program. He knew that looking at cows to evaluate their faults and provide a corrective mating solution was the ticket, thus earning the respect and confidence from his customers from the very beginning.

Twenty-four or 25 years ago, Ken & I went to eastern Washington to do a beef breeding project. Every year since then, the owner always requested to have Ken come back and breed his cows; never asking for anyone else in particular except Ken. That was just another example of how well Ken's demeanor was accepted and admired.

It was my absolute pleasure to know, work and learn from Ken for over 45 years!

*Herald Catlin, former General Manager, All West/Select Sires*

I have appreciated how Ken has kept us well-informed of the bulls that would best serve our herd. In addition, Ken has consistently offered our farm excellent service. Enjoy your retirement, Ken!!!!!!  
*Sherm Polinder, Ronelee Holsteins, Lynden, WA*

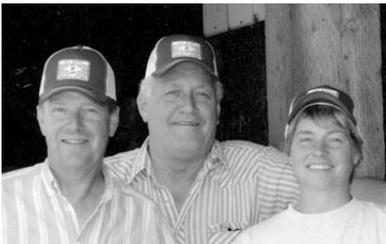
We would like to say thank you to Ken. He visited our farm often over the years, and we will miss his visits. Ken did his job well, but we appreciate him even more for his character, kindness and compassion. Praying that God will continue to bless and use him in the future.

*Bud & Susan Van Dyk, Van Dyk-S Holsteins, Lynden, WA*

I really enjoyed and appreciated working with Ken Haak. What a kind, gentle man. It was a pleasure doing business with him!  
*Leroy Plagerman, Bel-Lyn Farms, Lynden, WA*

My dad has used All West semen forever, so I've grown up knowing Ken as our salesman after Ray Reuble retired. He's always such a likeable person; not a pushy salesman one bit. His customers know that he has their best interest in mind any time he recommends a bull, simply because he loves this industry. I have to admit that when I got hired seven years ago by All West, I was impressed with how many people had worked for the company for such a long period of time. Ken is no exception. Celebrating 47 years working for one company? Well that makes me think about, and greatly appreciate, being part of this All West team as well. We are a stronger company because of people like Ken.

*Brian Lenssen, All West/Select Sires Technician, Lynden, WA*



We would like to thank Ken for helping us achieve the success we have had in the dairy industry and for his great friendship. God bless. *Dick and Ruby Bengen, Lynden, WA*

I have been a part of the All West team for the past two years as an intern, technician and salesman in training. I have known Mr. Haak all through high school when he would deliver semen and supplies to the dairy where I was employed. Ken taught me how to breed cows, laying the foundation for my interest in this industry. Ken was also instrumental in getting my foot in the door for an internship with All West.

Ken has taught me to have an immense amount of respect for the customer. Each dairy producer has different goals and individual needs. I've learned when it's appropriate to look for a customer and when it's just better to come back another day.

It's an extreme honor, and also humbling, to be asked to step into his shoes. He has seen many young dairy farmers grow up and take over their family farms. He's also helped shape many of the farms in Whatcom County to what they are today through his technician work, sales, and most importantly, through his mating abilities. It's a daunting task trying to grasp all the wisdom and advice he's compiled in his 47-year career. I'm grateful to have him available to continue learning from him.

The bottom line is that I'm excited to take on this new role! For my new customers, I am looking forward to working with you and learning about your herds. I will keep expanding my knowledge in new technologies, new products and new bulls, as well growing my knowledge of existing (and potentially new) customer herds. If you have a cow that's working great in your herd, I'd love to see her and learn about what makes her work for you!

*Kelby Stadt, All West/Select Sires Salesman, Lynden, WA*

When I was growing up, I always heard my Grandpa (Archie Nelson) talk about Ken Haak. He spoke about how good of a technician he was, that he was a great "cowman", and above all, what a good person he was. When Ken called me one day to see if I was interested in taking over his breeding route because he was moving into sales, I couldn't believe it. He is one of the most humble men I have ever met. He is just so quiet about his skills and abilities that it is hard to describe the far reaches of his impact. One just has to walk through his herds and see the quality of the cattle, but it is more than that. To see how he interacts with his customers, and the respect and admiration they show him is amazing. He never looked at how much money he could make when selling semen or breeding cows, he was more interested in using the bull that would make the kind of cow that would be best for his customers. He always put others before himself, and I find that to be truly admirable. I can never thank him enough for his training and inspiration. It is hard to put into words what he has meant to All West.

*Randy VanWeiregen, All West/Select Sires Evaluator, Sunnyside WA*

feel honored to be let into family life like that.

Of course, with all the good reasons to celebrate with families, you also remember the tough times that you experience with your customers. One of the toughest days I had to experience was watching Randy & Jana Kortus lose their little girl in a farming accident. There wasn't anything I could do but be there, and walk through the pasture with Jana. We didn't talk very much. Being there with them was the only thing I could do, but what a bad thing to have to go through.

Adria DeHaan used to work in the old All West office in Lynden, and I watched generations of DeHaan kids grow up in 4-H and show calves. Adria's son, Larry, decided he wanted to farm after he got done with college. I worked with him for a number of years, and was around to watch his own children grow up too! When I mentioned I was retiring, Larry's wife, Cheryl, said that I couldn't quit yet because she still had a daughter who was a junior! 'You've raised all our other kids, Ken! You've got one more to go!'

I think the toughest adjustment I had to make during my career at All West was making the "face-time" adjustment. I started out as a technician, so I saw customers several times a day when I was breeding cows. We used to walk and talk about bulls to use and I loved every minute of it. Those conversations would always turn to family things as well and that's how relationships were built. When I switched to sales, I didn't necessarily see my customers every day. There was never a day that I didn't want to get up and go to this job!

When I look back, it's mind-boggling to think of all the changes our industry has gone through. As I said, when I first started, I was breeding cows. I got a job early on with Century Breeders who hired me to breed cows in Whatcom County. Century was owned by Archie & Ray Nelson and John & Glenn Tenneson. Archie was instrumental in teaching me a lot back then. I did that for a while, got married, and decided I better get serious about getting a paying job! So I milked cows part-time, showed cows part-time, and worked for three years driving a truck to Seattle each week for the slaughter house. One day I came back from picking up calves at the sale barn and I ran into Murray Anderson, who was a fieldman for All West in northwest Washington. He pulled up beside me in his truck and said, 'Archie says it's time for you to breed cows for us again!' You see, All West had purchased Century Breeders and in that merger, Archie became a sire analyst. It's amazing to think I was at that sale barn at the right time for the right reason! I began breeding cows in Skagit County at first and eventually moved back to Whatcom County. I'm not a real "salesman," I just love cows. I bred cows until Ray Reuble retired. At that point, I realized I could sell semen longer than I could breed cows, so it was a good transition for me. The first four months I was in sales, Mary Jane threatened to call the office and



ask Herald if I could have my technician job back because I was too restless with weekends off!

I eventually started mating cows and really enjoyed that. Whether you're either breeding or mating cows, you really have an advantage! It helps you stay on top of the bulls and it makes you a better salesman. You know how to "get your shoes dirty" and you've GOT to be around cows. It's not just about the sale, it's about service as well.

I still like looking at cows more than looking at a computer! That's why everyone likes All West! We hire the right kind of people, and to those that work at All West, it's not just a job. We focus on people pictures as much as bull pictures!

**AWSS: Who were some of your inspirations?**

KH: Well, Archie Nelson (former General Manager of All West) was a huge inspiration. Of course, Herald Catlin and I were cohorts! We started the same month at All West and worked on some breeding projects together. Herald really encouraged me to take the All West sales job when I started. He said they needed someone who's bred cows AND milked cows to join this team. 'You have to know where we are and where we came from. You've got to appreciate what the entire cycle of this company means.'

Herald, and Randy Kortus, helped cover my route for me when I had to take 35 days off because I donated a kidney to my youngest daughter. I will never forget that. Everyone pulled together so that I could take the time to recuperate. I was overwhelmed. I've never missed a day outside of that for injury or sickness...I've been very blessed.

My dad was also an inspiration to me. He always supported my love of the dairy industry. He and I worked together and had a small herd. It was pretty valuable for me to have grown up on a farm because not only could I understand what my customers were going through, but I felt their highs and lows when it came to milk and feed pricing. It was a way to truly relate to them.

**AWSS: What are some of your favorite bulls?**

KH: For me, I really like daughters of MARK, MARS TONY, BLACKSTAR and DURHAM of course. I also thought a lot of EMERSON, who worked really well in herds for me, especially following what I had used before that. Today, I've used a lot of GUTHRIE and MOGUL. Mogul daughters won't be the 'show-cow' type, but they will score decent because of their functionality. And now...well a lot of these young bulls look so good! We used to sell a bull for six or seven...even 10 years! Now we're working with six generations at once! Great genetics are available quicker than ever!

**AWSS: What were some of your favorite trips?**

KH: There have been quite a few of them! The first one that comes to mind is taking a railroad car of cows to Waterloo, Iowa. That's when I met Archie and Ray Nelson, and the Tennesons. We were promoting the upcoming National Holstein Convention in Seattle with this state herd, so we went to Waterloo, then Salt Lake City and then Portland. You only get out of those box cars for a week or so when the fairs were going on, but what a fun time that was! I really got to know those guys well, and that eventually led to me joining All West!

Ray Reuble used to put on a lot of All West trips, in fact. We had a really good time going to visit Select Sires, and then went with



I wish to take this opportunity to congratulate and pay tribute to Ken Haak, Lynden, WA, upon his retirement from All West/Select Sires. In this day and age, working for one company for nearly 50 years is quite an achievement to say the least. It sure represents a dedicated partnership and confidence between All West/Select Sires and its employees. In this case, my old friend Ken Haak.

Ken has been a top-notch cow man, dedicated employee and a dear friend over the years. I first met him in 1967 when I came to the Northwest as Field Representative for the Holstein Friesian Association of America, as it was called at that time.

While he was dairying, Ken bred many Excellent cows with the Beau Ideal prefix. One of the more important cows was Beau Ideal Calypso Cuddles (EX-92). Cuddles was a "Calypso" daughter from a "Mars Tony" with the grandam sired by "Peachum". A pretty important sire stack at the time. "Cuddles" was the last animal to sell in the Beau Ideal dispersal as a calf in 1987. Marv and Mark VanMersbergen purchased 1/2 interest in her. She would win many Northwest shows in future years including the Richmond B&W Show and shows in British Columbia. Stanhope/Wedgwood Holsteins, Victoria, BC and Cobble Hill, BC, then purchased a 1/2 interest after "Cuddles" was a show winner at the NW Washington Fair in Lynden. She would then go on to become a show winner in BC.

I well remember the day in the early 1980s when we were picturing Lime Hollow Elevation Mattie at Ken's farm. "Mattie", purchased at a sale in California during a Western National show, was a syndicate cow owned by 10 NW breeders. She was a great example of what the Elevation daughters looked like. Several of the syndicate members were present to help make the photo. I think we started at 10:00am and did not finish until about 12:00noon. The longest period of time I ever took to photograph one cow. Old "Mattie" stood perfectly still. That wasn't the problem. She just would not get her ears up! She would put one ear ahead and hold the other ear back etc. Finally, both ears came up and that was it. Everyone was glad that was over.

With his cow knowledge, Ken has been a valuable consultant to many dairymen over the years and has helped All West/Select Sires' members improve their herds genetically. He will long be remembered for his due diligence in tending to his clients with his expertise and advice on breeding better cows.

And with this tribute, I wish Ken and his dear wife, Mary Jane, many enjoyable experiences in the retirement years to come. His retirement is well deserved.

Scott Johnson (who worked for Sire Power at the time) to tour herds in Pennsylvania and Virginia. We ended up spending a few days sightseeing in Washington D.C. too. The biggest lesson from those trips is that nothing beats looking at cows in person!

We also took several trips to California for shows and sales, and we always tied that in with touring as many dairies as we could. I should mention that I always learned a lot at the Select Sires Sales Conferences that were held in Ohio, and was always appreciative when the Select people would come out here and work with us. It means so much to our customers, and to our team, when people like Ron Long, Charlie Will, Cliff Marshall, Jeff Ziegler and most recently, Kevin Jorgensen, take time to be here!

**AWSS: What one thing do you want people to remember Ken Haak for?**

KH: I want them to remember that I'm very thankful for their business and that I'm thankful for being part of their families as a friend. Getting to know people is always an interesting thing and every day is different. I get the privilege of seeing their lives first-hand, and to enjoy something as simple as watching little kids play in mud puddles on a hot day! I've been so blessed. I believe all things happen for a reason and they lead you to where you're at in life. I have a good job and a great wife, daughters, grandkids, and even great grandkids!

**AWSS: What's next for you?**

KH: I plan to enjoy my family and travel a little bit. I've got three daughters who all live right in Lynden, so I can spend time with them. My wife also has three children, so we're busy with all our grandkids as well. Unfortunately, they're more spread out, from Michigan to Texas to Tennessee to Virginia. I'll also stay involved with All West as a consultant, so I get to keep working with cows and customers!

I'm excited for the future at All West. Kelby Stadt, who is taking over my sales route, has been a great person to work with. These young, enthusiastic people are what we need. I'm proud that all of our technicians have a real passion for this business!

**AWSS: What advice do you have for your All West team?**

KH: Work together...and remember you're a SERVICE person! Know that you're working for a company that takes care of you, and appreciate that. Enjoy your customers and don't be afraid to build relationships. If you're going to be part of All West for the long-term, these relationships will keep your business strong. Customers aren't buying semen, they are buying relationships. And for anyone working hands-on with the cows, just remember that if you sell something, you're going to have to live with the results of that in three years. Keep your honesty & integrity. Sell people the real-deal. I wasn't afraid to be honest with people when they asked about bulls that wouldn't be good for their programs. You're better off in the long run. And most importantly, enjoy every person, every opportunity and every day with this great opportunity you've been given!

# New Wellness traits help create healthy, profitable cows

By Jerome Meyer, Dairy Program Manager for East Central/Select Sires

Healthy and profitable cows are every producer's goal. These cows, also referred to as four-event cows, are only noticed at four points throughout their lactation: 1. freshening, 2. being bred for the first time, 3. being confirmed pregnant to that first breeding, and 4. dry-off.

Four-event cows are the type that make it through their fourth lactation, having only been bred five times in their life, never spending a day in the hospital pen, never treated for an illness, or had their milk discarded. These are the cows that prevent stress and add profit to your bottom line.

Improved management through cow comfort, better understanding of rations, and uniform treatment of transition cows has helped producers build herds of trouble-free, four-event cows.

We can also add genetics as a means to impact a cow's ability to stay healthy and be profitable. In our last issue of the Tank to Tank, we discussed how selecting for healthier cows was possible by prioritizing Productive Life and the dramatic impact it can have on a dairy.

## New Wellness traits from Zoetis

On March 1, Zoetis released their revolutionary findings for genomic predictions of six wellness traits. These genomic predictions allow producers to directly select for healthier, more profitable cows.

The six wellness traits Zoetis has identified:

- Mastitis
- Lameness
- Metritis
- Retained placenta
- Milk fever
- Displaced abomasum

Each of these health events has a huge economic impact on a herd's profitability. Table one from Zoetis illustrates the negative economic impact and added risk of culling due to each health event.

Wellness trait	Incidence/lactation range	Cost per event	Culling risk
Mastitis	12-40%	\$155-224	32.7%
Ketosis	5-14%	\$117-289	32.5%
DA	3-5%	\$300-358	17.1%
Retained placenta	5-15%	\$206-315	31.7%
Metritis	2-37%	\$300-358	17.1%
Lameness	10-48%	\$177-469	16%

## How to interpret the Wellness traits

Select Sires is extremely excited to partner with Zoetis to identify sires that can make the greatest positive impact on overall cow wellness. Every bull tested will have a standardized transmitting ability (STA) for each wellness trait. The average STA for each wellness trait will be 100, and the higher a bull's STA, the more likely his daughters will be resistant to that given wellness trait.

For example, a bull with a STA of 108 for lameness would be preferred over a bull with a STA of 82 for lameness. The range for each wellness trait will be from 75-115.

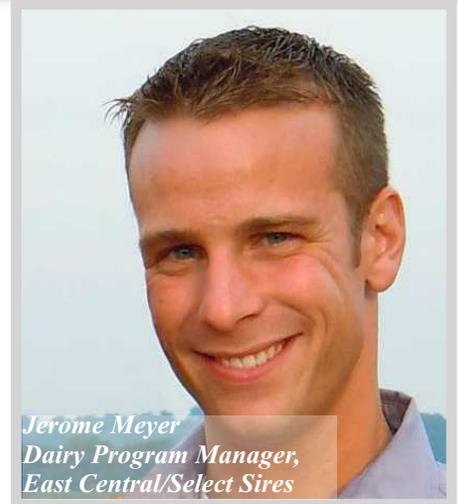
The average reliability of each individual wellness trait is around 50 percent for genomic predictions. This reliability is similar to many current industry standard traits such as cow conception rate (CCR), heifer conception rate (HCR), and daughter calving ease (DCE). As a bull's daughters enter into milk production, his wellness trait reliabilities will also increase as more observed health events are recorded.

## New Wellness indexes

Select Sires, can help you incorporate the new wellness traits into sire selection on your farm. To quantify the economic impact selecting for wellness traits could have on your dairy, Zoetis also developed two new indexes to help breeders interpret and implement the use of wellness traits in bull selection. These two new indexes are displayed as an expected difference in lifetime profitability. These two new indexes, Dairy Wellness Profit™ (DWPS™) and Wellness Trait™ (WT\$™), are both published in the sire directory, and DWPS can be found on All West's April 2016 retail price list.

## Wellness trait\$ (WT\$)

WT\$ focuses exclusively on the six wellness traits (mastitis, lameness, metritis, retained placenta, displaced abomasum, and ketosis) and includes an economic value for polled. The top WT\$ bulls at Select



Jerome Meyer  
Dairy Program Manager,  
East Central/Select Sires

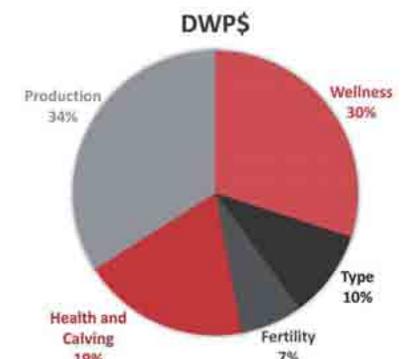
Sires will be designated as WellnessPRO™. This designation will allow producers to quickly identify which bulls will have a positive impact on wellness by reducing the six wellness traits.

## Dairy Wellness Profit\$ (DWPS)

Many producers realize the key to genetic success is balanced breeding. The DWPS index is designed to balance selection for production, type, fertility, longevity, calving ability, and the new wellness traits. By incorporating the new wellness traits with traits already found in the Net Merit\$ index, the DWPS index directly estimates the potential profit an animal will contribute over its lifetime.

See below for a breakdown of the traits in the new DWPS index.

For additional information about the new Wellness indexes and the corresponding wellness traits, talk to your local Zoetis representative, All West area sales manager, or All West Select Mating Service evaluator. They will work with you to help incorporate these new traits into your long-term genetic goals for your breeding program.

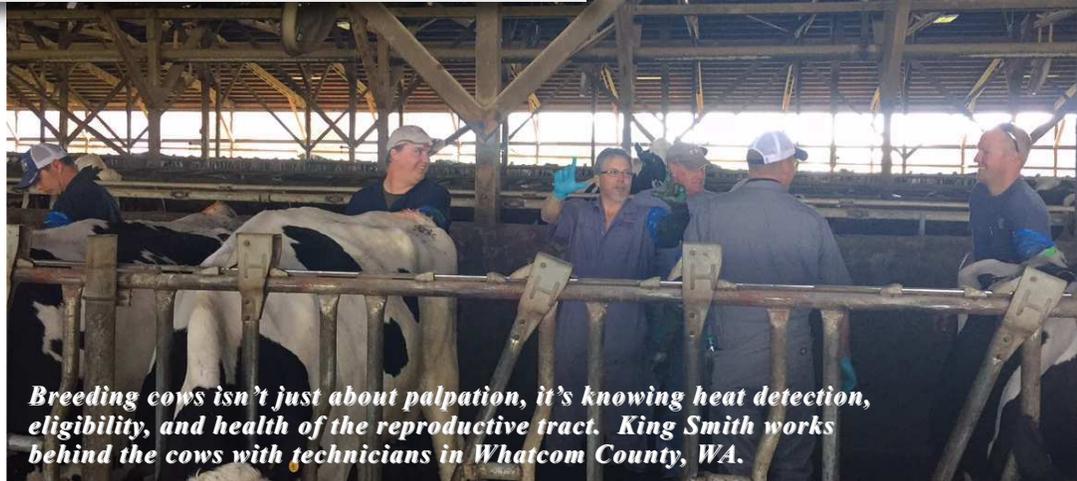


## *It's NOT just a summer thing*

### **All West/Select Sires delivers highly trained technician team**

Getting cows pregnant is the #1 goal for most anyone involved in the A.I. industry; and it's probably safe to say that your success as a dairy producer is directly related to having cows in calf, no matter the time of year. Now that we're in the thick of summer heat and humidity, the conversations always shift to maintaining high pregnancy rates, which can be a challenge. At All West, we have two teams that are designed to help you not only conquer summer heat stresses, but increase profitability all...year...long! Our professional All West SRS team just got back from a national training program held in Minnesota, where they improved their skills of evaluating on-farm environment and management issues. Just as exciting this spring were two new developments in our certified technician training program!

This spring, All West technicians in Washington completed training sessions with King Smith, Western Manager of Technical Service Programs at Select Sires and Brett Mackay, All West technician and SRS specialist. These programs were designed to fine-tune palpation methods and overall heat detection skills, as well as improve business development attributes. Training included classroom instruction and on-farm practice.



*Breeding cows isn't just about palpation, it's knowing heat detection, eligibility, and health of the reproductive tract. King Smith works behind the cows with technicians in Whatcom County, WA.*



*Train...so you can train! All West California technician Giovanni Limon helps teach proper semen handling techniques at an A.I. class near Tulare, CA.*



*Certified technicians Lalo Lopez and Kevin Lincomfelt check semen thawing times at an A.I. training session in California.*

“All West spends a lot of time training new technicians before they’re able to have their own route. We send them to a training center in either Eastern Washington or in California, where they work with experienced technicians improving their skills in heat detection and breeding. When they come back from the training center they continue to work with one of our certified technicians until we feel they are ready to go on their own. This is usually a 6-9 month training period. I don’t know of any other A. I. company doing as much training as All West does with a technician force.”

*Karl Krangnes  
All West District Sales Manager,  
Mount Vernon, WA*



*Train so you can train! Certified technician Carson Hillberg works with a student at a California A.I. school.*



*You don't think these guys enjoy a little competition in their training classes do you? The team that trains together delivers exceptional All West results!*



*Technician trainers Greg Collins, Lato Lopez and Ben Van Staaveren work with students at an A.I. school.*

I believe that as technicians, we are given the highest quality training from some of the best in the business. King Smith taught me more about pregnancy awareness, which is a must-have as a technician.  
*Kory Tjoelker, All West Certified Technician, Lynden, WA*

“I had been breeding cows professionally for six months before coming to Select. I really liked that we focus on technician training and improving our skills. We spent considerable time on reproductive health and the basic anatomy & physiology of cows, which was extremely valuable. I’ve also gained a deeper understanding of the A.I. industry on subjects like genomics, pedigree analysis, cattle evaluation and terminology, and what makes a profitable dairy cow. After training with the All West staff, I felt more knowledgeable in my own professional reproductive services career. Having King and Brett conduct classes helps us maintain a high level of professionalism. When you breed cows every day, it’s nice to have a refresher class to fine-tune our skills. It’s reassuring to know that you’re still doing a good job for your customer. This training has helped me learn how to work with different types of management styles as well and utilize my knowledge depending on the circumstances.”

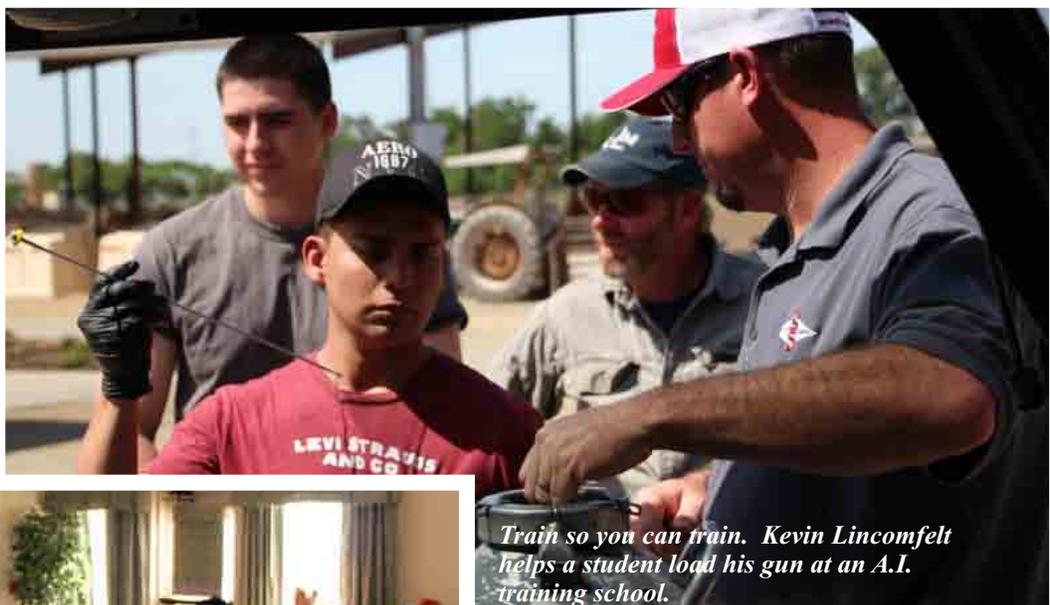
*Ryan DeYoung, All West Certified Technician,  
Snohomish, WA*

“The ProTECH training was an incredible opportunity! My instructors took the time, and had the patience, to walk me through every step to ensure my accuracy. By the time I left, I had a lot of confidence in myself in areas I was once second guessing. Ovary palpation, pregnancy awareness and overall heat detection are now subjects I can bring up to my farmers and give them solid answers as to why (or why not) I bred their cow. Not only have my results improved, but the farmers are comfortable with me and my decisions because of my ProTECH training. It wasn't easy, but it was thorough and I feel incredibly fortunate to have been chosen to represent All West as a ProTECH technician.”

*Dan Curtin, All West Certified Technician, Mount Vernon, WA*



*Certified technician Dan Curtin does morning tailpaint on a herd in Skagit County, WA.*



*Train so you can train. Kevin Lincomfelt helps a student load his gun at an A.I. training school.*



*Professional business development is as much as part of All West training as on-farm experience.*

I think it's really good to stop and have technician training meetings. We get to interact with co-workers on different ideas they have since every dairy is a bit unique. It's a different setting than being in the office for a meeting. We also get to ask questions about day to day needs. King brings his knowledge with him and it's always good to ask questions when it is a hands-on type of meeting.

*Loren Hoekema, All West Certified Technician, Everson, WA*



*Part of the Whatcom County, WA, technician force includes Brett Mackay, Kory Tjoelker, Gary Sterk, Brian Lenssen and Kelby Stadt.*



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All West has two trainers in California that are developing an even higher level of technician certification. The ProTECH Training Program was invented by instructors Greg Collins of Escalon, CA and Harry Anderson of Modesto, CA. As Greg explains, the ProTECH program will set the standard for skill level and professionalism. "We have been noticing that technicians, in general, were breeding cows with a definite lack of training and professionalism. All West wanted to step up and address this concern. The impact of a professional A.I. technician is huge, yet in large part, the skill level of the technician force doesn't match the importance and the impact that they have on a herd's profitability. ProTECH is a way to set a high standard for skill level and professionalism. Those that graduate from this program will make a greater impact on their customer's business."

**Part of the ProTECH program includes:**  
-pass the insemination skill evaluation  
-pass the advanced skill evaluation  
-pass the learning skill evaluation  
-time-tested results in the field  
(application of skills learned)

"The main thing is to keep the main thing the main thing," said Greg. "And that's simply getting more cows pregnant for our customers! We are training/teaching confidence in the service we provide them."

Through continued training, All West delivers the industry's best team of trained, professional technicians, delivering superior results 365 days a year. Because when the focus is on getting cows pregnant AND operating a profitable dairy, it's not just a summer thing!



*Harry Anderson & Greg Collins present ProTECH information at a training conference in Portland.*



*The Skagit County, WA, technician training team included Matt Braun, Brett Mackay, Ryan DeYoung, Dan Curtin and Tom Frisbee.*



*The eastern Washington crew trains with King Smith and Brett Mackay. The group included Matias Verduzco, Leo Contreras, Pat Wolf, Sergio Verduzco. Standing: Bill VandeGraaf, Maddie Nickel, Jesus Vargas, Jose Arroyo, Randy VanWieringen, Tyson Ross, Brett Mackay, Brandon Boogerd, Kit Watson and Freddy Millar.*