

January 2018

*M*aking his Mark

All West Technician Matt Parriera is bringing his A-game!

It's tough being the "new kid on the block" sometimes, especially when you're entering into an established company like All West/Select Sires – a company where people celebrate 40 years of employment or congratulate an employee for selling over two million units of semen! It takes years to accomplish those lofty goals, and sometimes it takes just as long to build relationships with customers and establish the role of being a "trusted advisor."

But Matt Parriera isn't backing down. The young, enthusiastic technician blasted into the All West team as a relief breeder in the summer of 2015 and hasn't stopped yet!

Born in Tulare, California, Matt was destined to be part of the industry, surrounded by a family of Parreiras who have direct ties to dairy. "A love for the dairy industry has been in my family for as long as I've known. I learned how to breed cattle when I was 16 years old from my cousin, Mike Parriera, and have been passionate about genetics ever since. When I saw how successful he had become by using this skill, I quickly realized that I wanted something similar. I knew that I would have to start from the bottom, gain experience with cows, and learn how to communicate with customers, but I was eager to grow from there!" Incidentally, cousin Mike, still works with All West as technician and reproductive specialist and is a valued mentor to Matt, while twin brother, Chris, also worked for All West as a technician, before accepting a herdsman position late last year.

Working as a relief technician is a pretty challenging job, considering the person has to learn multiple A.I. routes and customer management preferences, while juggling time management (which is different on every dairy and every route) as well as directions to every customer's dairy, location of semen tanks, herdsman information and more. All West District Manager Cris Hatch says it's a great way to learn about the entire company from the start! "We ask a lot of our relief technicians, but in return, we think they get the very best, overall picture of what customer service is all about. In addition, they benefit from working with a wide variety of dairy producers and established technicians who both have an even wider variety of management styles!"

From the get-go, Matt knew he wanted to establish himself as a full-time technician with a permanent route. "I had plans from the very beginning to advance my relief breeding career to something more. I did a lot of training with sales, consulting, and our Select Reproductive Services program. The training that All West provided was crucial to my success. I learned a lot from Greg Collins, who has become a very important mentor of mine. I use all of the techniques and lessons learned as a relief technician every day. I worked hard because I always knew that eventually I wanted to move from a Relief Technician to having my own route." And that happened in November of 2017.

Technician and salesman, Marvin Espinola, officially retired from his route in central California this fall, providing a great opening for Matt to step in. "Having my own route is certainly a lot different than being a relief technician! I don't think you can ever be fully prepared for that transition. I will admit that I was nervous, and even a bit scared at times. However, once I was promoted to running my own route, I was surprised how all of the training I had received just clicked and I was able to put the things I had learned to practice. I knew All West had given me all the training and tools necessary to do a great job, and it was now my responsibility to get the job done for our customer's benefit. I relief bred for Marvin since I started working for All West and then trained with him for two weeks before taking over this route from him as he retired. Being involved in the dairy industry at many different levels throughout his life, he offered me a huge amount of knowledge and skills. Marvin really helped to push me to the next level and prepare me for this position as a professional technician. Most of the dairymen had been his customers for over 15 years, and it was amazing to see how much they respected and trusted him with their herd's success. I was extremely fortunate to learn these skills from Marvin and to hear him say that I have his support and trust was a good feeling inside. Knowing that he trusts me to get the job done right is a big bonus!"

"I don't think any other company offers their team members' continued support as well as All West does. My teammates went out of their way to help me in all aspects of establishing my own business, from picking bulls to insemination techniques to billing and beyond!"

"The single most important piece of advice I've learned so far in this journey is to 'be of service.' I have learned that by simply reminding myself of the main goal, to help the customer, I can grow and reach goals. It is important to not only look out for yourself and your own goals, but more importantly, the goals of the customer. I've also learned to never give up. There were many days in the training and transition process that I wanted to! I continuously remind myself that this company has invested a lot in me to prepare me for the position that I am in now. I am so thankful for the people in my team, especially Greg Collins, for reminding me that I have all of the skills and tools that I need to be successful, even in times when I'm not so sure of myself."

Whether it's Matt Parriera, or another member of the All West team, our unifying belief in the power of genetics is evident. "Genetics are one of the cheapest ways to invest in the future and longevity of a dairy. At first, it often seems like a big

expense, but in the long run, customers see the fruits of their investments and are rewarded. Having superior animals with All West genetics is beneficial to dairymen in so many ways! Beyond genetics, guys don't mind investing because they see the added value that we can bring to their herds, as a team. When you buy semen from All West, you gain so many other services along with the actual product!"

New Year – New Bullhorn!

We hope you enjoy the new look of the legendary All West Bullhorn! We will be bringing you updates every month from All West, regarding our famed people, products, services...and YOU! Look for expanded All West coverage each month in our e-newsletter, DiamondCUTS that is sent around the 25th of the month. Not signed up to receive DiamondCUTS yet? Simply visit www.allwestselectsires.com and click on the DiamondCUTS tab at the bottom of the home page. Click, subscribe, and never miss another moment of All West info!



During his relief work, Matt was an instructor at All West A.I. schools (left). He credits District Manager Greg Collins (pictured below) as being a great mentor for his A.I. career, along with many AWSS team members!



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- Kelly Callahan, Callahan Dairy in Royal City, WA

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