



The New England Newsletter

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A publication of The New England States Holstein Association, Inc.
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Region 1 Meeting by Steve Keene

The Region I member meeting was held on January 19, 2008 at the Holiday Inn, Albany, NY. There was a great turnout with 60-70 people in attendance. The meeting was held on the last day of the New York Holstein Convention which bolstered attendance. Most of the group was from New York except for 6-8 members/delegates from New England. Also there were Holstein President Doug Maddox, Vice President Larry Tande, several National Directors from Region I, Director At-Large Gordie Cook, Holstein USA Field Rep. Bob Wilson, and a few past National Directors. Holstein USA was further represented by a few staff members on hand to report and answer questions about the status of certain programs & services. National Director from New York, Bill Peck, presided over the meeting.

CEO John Meyer gave a very positive view of the "State of the Association", noting increases in volume of several programs and services. As of November 2007, a 6% increase had been realized in registrations compared to 2006. Classification was up 5%, Tri-Star 5%, new Junior members increased 15% (with over 800 new Juniors) and an increase in involvement in the Holstein Complete program. It sure does help when milk prices and cattle prices are strong.!!! He did note that transfers were down 3%.

As the meeting progressed, other Holstein USA staff and Directors presented reports on various programs & services and answered questions from members and delegates. Here is a summation of topics discussed:

In October 2007, Holstein USA signed an agreement with Macedonia to import approximately 10,000 Registered Holsteins over the next three years. To help accomplish their goals, Holstein USA will provide info through programs and services which will increase their profit in order to build a higher milk quota before Macedonia enters the European Union in 2012.

A quick overview of Holstein USA 2007 finances showed an approximate 8% increase in total revenue and an 8% increase in total expense. A cash operating loss of \$12,000 was reported. A financial component which should improve is the status of ATA (Agri-Tech Analytics), a California based DRPC (Dairy Records Processing Center) purchased by Holstein USA a few ago, which, after reorganizing their staff and operations, along with a computer upgrade, should be a positive component of the bottom line within a couple of years. ATA has a goal of being in a position such that as the number of DRPCs across the country diminish, this group can gain market share and would have the capability to flourish if the industry ended up with only a couple of Dairy Records Processing Centers.

Holstein I.D. ear tags is another area where cost exceeded income. Reasons given for this were: 1) pilot ear tag herds had been given free ear tags – this will not continue; and 2) Michigan, in response to their state's full participation in the ear tag program, was given a price reduction. Price may need to increase eventually – but initially felt that participation was very important for the long term. In 2008 a new Web tag ordering system will be developed that will allow customers the convenience of ordering tags online.

The Reserve Fund had a 7% R.O.I in 2007, finishing at \$26,500,000. There were no withdrawals from the Reserve Fund in 2007. In 2008 there will be a 2 million contribution to the Holstein Foundation Endowment Fund. This will allow the popular Young Dairy Leaders Institute to continue well into the future.

2008 National Director elections will involve 3 Regions and one At-Large position to be filled. Region 2 – Jay Houser and At-Large Director John Bierbaum have both served consecutive 3 year terms and are ineligible for reelection. Region 3 Ron Furnham and Region 7 Kate Keppert are both finishing 1st year terms and would be eligible for reelection. Anyone wishing to run for a Director position or suggest someone they feel would make a good National Director could contact our Region's rep. on the Nominating Committee, Lee Salonen at 603-763-3481.

The Governance Committee is continuing to review the delegate election process and will have some recommendations going to the board. One of the changes suggested was that after Delegates served 2 consecutive years they would need to "sit out" a year before being eligible to serve again. Presently the time is 3 years. Hopefully this could then involve other eligible members. The 9 regions will periodically be reviewed to track cow numbers, members and appropriate representation.

Lindsey Worden spoke on "Mission Membership", a drive to sign up new Junior members. At the National Convention each state's final counts will be tallied and the highest group will win a free pizza party.

Adam Griffin highlighted a couple new brochures developed to promote products and services offered. He also showed a photo of the new "Holstein Wall of Fame" at the Holstein USA office in Brattleboro, VT. In 2007 two new awards were presented. Bill McKarns was the 1st winner of the Distinguished Leadership Award and Marvin Nunes was the 1st recipient of the Elite Breeder Award. There are the first plaques hung on the "Wall of Fame".

Emerald-Acres-SA T Baxter has been identified as a carrier of the Black-Red gene. There was some discussion on how calves, born red that turn black, should be registered.

Junior Show updates were presented and discussed. New rules state that transfers shall not be backdated and that transfers must be received at the Holstein USA office by the deadline. If facing a deadline you can call the office to initiate the transfer or do so online. The deadlines are January 1 for cow and June 1 for heifers. Much discussion followed on the January 1 date for cows. Four sites have been designated as National Junior Shows for 2008: Stillwater, OK; Harrisburg, PA; Madison, WI; and Louisville, KY. The Junior Leasing program is in place for the 2008 show season. It is designed to encourage participation in Junior Holstein shows and other activities for Junior members that do not currently own Registered Holstein cattle. This is a great step in the right direction but should we consider discussion on amending the program for another year to include any Junior – even if they currently own a registered animal?

The Holstein Complete program continues to grow as more herd owners find benefits for their operation. It will save money for most herds, but not all, depending on herd size and serviced utilized. Convenience is a big issue with some herd owners that enjoy the costs spread over the year through monthly statements versus fewer large bills. The 2008 budget also expects at least a

15% increase in participation in the program.

The 2008 National Convention will have a change in business meeting procedure. The second day of the meeting will be open for anyone in attendance to discuss issues on the meeting floor. Previously the floor was open to anyone on Day 1, but on Day 2 only elected delegates were recognized to discuss issues.

President Doug Maddox indicated he was considering a name change to the Milk Marketing Committee. The new name would be Legislative Affairs Committee. As the issues and needs of our association change, we will have other items to discuss with political leaders in Washington. In addition to milk marketing, food production in general and animal care are becoming larger issues daily. A main focus should be on providing accurate information to the public and our political leaders.

Canadian Data Exchange has been "on the table", discussed several times by Holstein USA and Holstein Canada. Presently, pedigree information can be obtained after a request by a herd owner for a fee. As computer systems are continually upgraded, this should be a small but important component. Each time a pedigree is generated - if the animal has a Canadian registered animal on the pedigree – it should automatically search for the info so the pedigree we pay for is complete.

Another area of concern is the ability to involve the 21-30 year old group of members that are not as visible because of their involvement on the dairy of other business in addition to raising young children.

At each of our New England States annual meetings we should discuss some of these issues as well as other questions or concerns with our Holstein Association. Elected delegates can then attend the National convention with a feel for members interests.

Cowtown International Spring Invitational Sale by Chris Hannan

In mid December our New England Holstein Sale Committee met to look at opportunities for our association to help our members merchandise the breed leading genetics available throughout New England. From this meeting the Cowtown International Spring Invitational Sale was born. The sale will be held March 19, 2008 at the Cowtown Sales Arena. The Committee felt there was a place for a sale in the spring to allow breeders consign females that will have potential to be shown throughout the summer season, fill the need for a project heifer for a youth, or just give breeders the opportunity to buy into some outstanding cow families. The premier facilities at Cowtown provide an ideal location for such an event. Especially with the opening of the Canadian border and the strong Canadian dollar, we felt this should add value to the consignments. The sale will also contain select consignments from Quebec and Prince Edward Island as well. The sale will be co-managed by Cowtown and Ray LeBlanc. As a benefit to New England members, 1% of the commission will be contributed to a seed fund to help further development of an event next year.

Ideas such as a show and sale type event to highlight New England Holsteins was brought up but the committee agreed that holding a sale would be a start for this year. The committee also stayed with the Cowtown name due to the success of the previous sales they have held and the location.

The sale is a collaborative effort between the New England Holstein association and the team at Cowtown. Being a new event we would like to think of this effort as a work in progress so as we go forward we would like to here ideas on how we can improve the event in the future.

Region 1 Director's Report by Bill Peck, Schuylerville, NY

As we attend Holstein Association USA's Regional Meetings throughout the country, we share a State of the Association address that summarizes last year's activity and accomplishments. This year's address is full of great news as member activity continues to grow in key areas.

In 2007, your Association registered 317,128 animals. This is a 4% increase over last year's total. It is interesting to note that in 2003, 288,841 animals were registered which equates to a 10% increase in registration activity over the last four years. This is a strong indication of the value dairy producers see in U.S. Registered Holsteins.

The Holstein COMPLETE program continues to flourish. At year-end, there were 197,680 animals in 1,705 herds enrolled in the Holstein COMPLETE program. This is a 15% increase in animals and a 13% increase in herds compared to 2006. Here too, this kind of growth is evidence of the value members see in the program. If you are milking cows, and not enrolled in COMPLETE, you might want to visit with your Holstein Association Regional Representative.

The Classification program enjoyed tremendous growth last year, as our classification team evaluated more cows than any time in the last ten years. In our regular classification program, 215,000 cows were classified, while 110,000 animals received SET evaluations, for a total of 325,915 head. This is an increase of 16,292 animals or 5%.

We are pleased to report that the number of cows on official test through the TriStar program continues to soar. Last year, 304,000 cows were enrolled in TriStar compared to 290,000 in 2006, which is a 5% increase. Looking back five years, in 2002, just 245,779 cows were enrolled in TriStar. This represents an increase of 58,560 animals or 24%.

In other statistics of interest, our junior program is expanding, as 806 new junior members were welcomed to the Association in 2007 compared to 700 in 2006, a 15% increase. New adult memberships decreased slightly from 809 in 2006 to 766 last year.

The number of animals transferred last year was down a little from 2006. A total of 73,085 animals were transferred last year, which is 3% lower than the previous year's total. We believe this is a sign that most members were keeping as many animals in their herds as possible last year to capitalize on the record high milk prices.

On the national animal ID front, a cooperative agreement was signed last summer between USDA and the Holstein Association giving National FAIR official approval as a compliant Animal Tracking Database under the USDA Animal Trace Processing System (ATPS). We were one of the first databases in the United States to be recognized by USDA-APHIS as an official animal tracking database. National FAIR has one of the world's largest animal databases, which now includes well over five million animals.

The Holstein Association Board of Directors established a new vision, and mission statement for the organization. At the March, 2007 Board of Directors meeting in Brattleboro, Vermont, the Board unveiled our new vision: Holstein Association USA – leading a vibrant dairy industry. The new mission statement is: Provide leadership, information, and services to help members and dairy producers worldwide be successful.

2007 was another banner year for the Holstein Association USA! However, it is important that we are not spoiled by the successes of recent years. Challenges remain as the costs of operating your own dairies and the Association continue to rise dramatically. While your Association continues to show increases in program participation and

therefore revenues, trying to control the costs of running a business is more challenging than ever. Fortunately, those who market Registered Holsteins are not completely at the mercy of a volatile milk market.

We are confident that with your continued enthusiasm and support of the programs your Association offers, we all look forward to a bright future with the Registered Holstein cow!

Finally, be sure to make your plans and hotel reservations early to attend the National Holstein Convention June 23-26, 2008 in Wisconsin Dells, Wisconsin. Our Wisconsin hosts have an exciting convention planned, and we hope to see you there.

Junior Holstein Club by Brian Keene, President

The Junior club met at the Cat n' Fiddle Restaurant in Concord, NH on January 5th, 2007 at 10:00am. There was a great turnout with about twenty junior members, and a lot of adult support. The meeting began with Betsy Bullard and Kelli Dunklee giving a brief overview of some of the national junior programs that are offered, and also trying to get some adults to volunteer to help the New England Juniors. We had a few adults volunteer and also had a few of the older junior members that have expressed an interest in helping where this is their last year as a junior member.

After that the members were divided up into junior and seniors and were given a written quiz. The results of the quiz determined a starting point for picking the Dairy bowl and Jeopardy contestants for the National Convention in Wisconsin. We set up a jeopardy style run-off so that we could get the top scoring kids for the dairy bowl and jeopardy contests in Wisconsin in June. After the run-offs were finished the juniors broke f

for lunch. After lunch we listened to Ashlie Hardy (ME) give her speech for the speech contest, and adjourned for the day.

The junior club is looking into doing a weekend AI school with Genex. I need to get an estimate of the number of people that are interested and also a time of the year that works best for you. If anyone is interested please contact me at (207) 577-2154 or email me at Bud-keene87@roadrunner.com.

Angie Facey to prepare New England Quiz Bowl teams for national competition

New England juniors competing in Dairy Quiz Bowl at the National Junior Holstein Convention this June, many for the first time, will benefit from the experiences of a seasoned coach. Angie Facey will once again develop and implement the necessary strategies to ensure that our juniors are well prepared for their competitions in Wisconsin Dells. Please contact Angie with any questions or concerns you may have.
Home phone: 413-774-3038
Cell: 413-262-1816

Results of the Junior Contests held on January 5

Junior Dairy Bowl

Maddy Beaudry, NH
Heather Hunt, MA
Lottie Page, NH
Shelby Patten, ME
1st Alt - Sarah Simpson, ME
2nd Alt - Ashlie Hardy, ME

Senior Dairy Bowl

Andrew Birch, VT
Trevor Beaudry, NH
Kirsten Beaudry, NH
Jim Hunt, MA
1st Alt - Jasper Page, NH
2nd Alt - Jonathan Cate, NH
3rd Alt - Alex Patch, NH
4th Alt - Emily Malnati, NH
5th Alt - Abby Patch, NH

Dairy Jeopardy

Jessica Hunt, MA
1st Alt - Jasper Page, NH

DJM

Andrew Birch, VT

Public Speaking

Ashlie Hardy, ME
Andrea Haley, ME

Calendar of events

March 15 ME

Pine Tree Holstein Annual Meeting
10:00 a.m.—2:00 p.m.,
Governor's Restaurant
Waterville, Exit 130 from I95
Contact: Eda Tripp 207-346-0951

March 19 VT

*Cowtown International Spring
Invitational*
Cowtown Sales Arena, Derby Line
Contact:
Raymond LeBlanc 802-525-6913

April 4 VT

Vermont Holstein Annual Meeting
Buffet Dinner 6:30 p.m.
Eastside Restaurant, Newport
Contact: Marion Seifert
seifert@shoreham.net

April 4-5 VT

*Northeast Show Calf Summit
and Sale*
Cowtown Holsteins, Derby Line
Summit open to all youth regardless
of breed affiliation
Summit contact: Marion Seifert
seifert@shoreham.net
Sale contact:
Bob Fitzsimmons 802-223-1075
Tim Abbott 802-527-9683

www.nesholsteins.com

Your source for:



- **Senior & Junior Membership Applications**
- **State Shows: Rules, Regulations, Entries, Placings**
 - **Pineland Futurity at the Northeast Fall National Show: nominations forms & placings**
 - **All New England and Junior All New England placings**
 - **State Associations meetings and events, including registration forms**
 - **New England Convention & Sale: complete information with registration forms**
 - **State and regional sales, including consignment information & contacts**
 - **New England Membership Directory**
 - **New England Newsletters and Annual**
 - **Links to member and industry sites**
 - **And much more!**

