



2017 PDPW Board Candidate Information

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Which is the best way to reach you? Call or text cell, or e-mail

1. Please describe your dairy business.

Stone-Front Farm is a traditional Wisconsin family dairy farm located in the southwest corner of the state. My wife Lyn and I manage an outstanding group of employees, together taking care of our herd. When the current expansion phase culminates in 2017 the dairy herd will include 1,200 cows and an additional 1,200 head of youngstock.

2. Please tell us about your background and leadership experience in the dairy industry.

I have been a dairy farmer my whole life. I have had the privilege of serving the industry several different ways. I am currently president of Grant County DHIA. I am a past president of the Grant County Holstein Breeders, and I also have been on the Wisconsin Holstein Association Board of Directors. I have also had the opportunity to coach the Grant County 4-H judging team for the past 18 years.

3. What is the greatest impact that PDPW has had on you, your business and the industry?

Simply put, PDPW has made me a better person. The combination of PDPW's professional training opportunities and the outstanding people I have met through the organization have truly made me a better manager, leader, and overall a better person.

Stone-Front Farm has benefited most from the training opportunities that PDPW provides. Our employees enjoy attending many of their educational opportunities and have continued to improve their skill sets. The sessions that are taught in Spanish give us an opportunity to train some of our employees very effectively, that otherwise would not have an easy way to access this information. This has really helped our farm.

I think that the dairy industry has been impacted many ways from PDPW. One of the most important has been exactly what its name states; leading the dairy industry's transition to farms that are professional, well run businesses. The organization has done a great job of doing this while still emphasizing traditional dairy farm values. The organization has also provided a great network for

education. It has created a structure to bring together industry, extension and fellow producers, for the sole purpose of education.

4. PDPW is an educational organization. As a PDPW board member, how would you help PDPW grow and continue to have a greater positive impact on the industry?

I think that the biggest obstacle for the continued growth of PDPW is geography. If the organization is going to continue to grow it needs programming that can reach people further away. With many of today's technologies this is definitely possible, but has to be done carefully so we do not lose that person to person contact that makes the organization so great. As our industry consolidates, I believe that much of PDPW's programming is relevant to all dairy producers, not just nationwide, but worldwide. Technology has truly made the world a smaller place, and when talking to dairy producers from other parts of the world it is funny how many of our day to day problems and concerns are the same.

5. As PDPW continues to develop programs that serve Wisconsin and reach beyond to producers in other states, what do you see as the greatest need in the industry?

As our industry continues to consolidate, I think we need to work together more now than ever. As an industry we need to concentrate more on our relationships with consumers and how dairy product consumption can continue to increase. We do a great job at increasing efficiency and milk production, but need to make sure that we balance that with increasing consumption. An industry wide, positive effort from PDPW and other like-minded organizations will continue to be critical for this to happen.

6. In the next ten years, where do you see the greatest opportunity for the dairy business?

There has been more change in the dairy industry in the last ten years than the fifty or so years before. Although this level of change leads to much uncertainty, it also leads to many new opportunities. I believe the key is to be prepared to take advantage of these opportunities that this new level of volatility has created.

7. What is your goal as a leader in the next ten years?

In the next ten years I hope that I am able to do my part to continue the great tradition of servant leadership that has been the foundation of the dairy industry for generations.