

2011-2012



▶ COOPERATIVE CORNER

Accelerated Genetics®



New Brand Emphasizes People, Products and Pride

At the company's national sales meeting in October, Accelerated Genetics unveiled in dramatic fashion a new brand and corporate identity. The new look pays homage to the company's 70-year history while focusing on the three things that will continue to carry the cooperative into the future-its people, products and pride.

“As part of our 70th anniversary celebration, we wanted to do something to pay tribute to our cooperative's rich history that also helped us set sail for a bright future,” says Joel Groskreutz, Accelerated Genetics President and CEO. “Our new brand is reflective of both our heritage and our opportunity.”

As part of the rebranding process, Accelerated Genetics surveyed employees and customers in the U.S. and across the globe to assess their perception of the cooperative. The process identified three clear areas that, when combined, create unique opportunities for Accelerated Genetics in the dairy marketplace:

- **People** - “We know we have the best people working for us. Their expertise, longevity and commitment to bringing solutions to our customers is second to none,” says Groskreutz.
- **Products** - Accelerated Genetics features the most complete lineup of genetics to fit the needs of any dairy and beef producer. In addition, the cooperative offers top-shelf nutritional products to support early calf and fresh cow needs.
- **Pride** - “It's easy to take pride in our cooperative when we have great people and great products. Our pride shows through in everything we do, and our customers recognize and appreciate the commitment we have to their business,” says Groskreutz.

The new logo reflects the essential elements of the rebranded cooperative. The red triangle, part of the cooperative's logo since the beginning, represents the company's history. The three black bars to the right of the logo signify the people, products and pride focus.

“We appreciate our history, but we're confident that we are correctly positioned to take advantage of future opportunities,” says Groskreutz.

Accelerated Genetics is a global provider of bovine genetics and research, reproductive services, and solution-based animal health products. With a focus on People, Products and Pride, the Accelerated Genetics vision is to be the producer's trusted first choice.





Representing the 2011-2012 Board of Directors for Accelerated Genetics. Front row (l-r): Gary Eibergen and Dennis Bell. Middle row (l-r): Nick Butzler, Jeff Styczynski, Andy Dejno III, and Brian Brown. Back row (l-r): Dave Score, Rick Carlson, John Pronschinske and Doug Thesing.

BOARD OF DIRECTORS

Board & Officers

Board Chair, District 8

Brian Brown, Belleville, WI

1st Vice Chair, District 1

Dave Score, Boyceville, WI

2nd Vice Chair, District 3

Gary Eibergen, Granton, WI

Secretary/Treasurer, District 5

Nick Butzler, Cashton, WI

District 2

John Pronschinske, Arcadia, WI

District 4

Andy Dejno III, Independence, WI

District 6

Dennis Bell, Gays Mills, WI

District 7

Rick Carlson, Hollandale, WI

District 9

Jeff Styczynski, Pulaski, WI

District 10

Doug Thesing, Winona, MN

Message from the Board Chair:

What an exciting year your cooperative has experienced. The Board of Directors and I are looking forward to visiting with each of you at the upcoming Section Meetings as we share your cooperative's year-end report and highlights. The meeting schedule can be found on the next two pages of this newsletter.

Please note, there are a few changes to our district distribution. During the past year, your Board of Directors assembled a re-districting committee to review the membership layout and distribution as suggested by our cooperative bylaws. This became necessary due to the shift in growth areas within the membership and the potential customer increase in areas currently not being served as aggressively by the cooperative.

Continued on next page.

2012 SECTION MEETING SCHEDULE

Join us in January to be part of the Section Meetings.
You can be part of the Vision, Direction and Future of
Accelerated Genetics.

<u>DATE & COUNTY GROUP:</u>	<u>LOCATION:</u>	<u>DISTRICT:</u>
Thursday, January 5, 2012 La Crosse	Westview Inn - West Salem, WI	4B
Monroe	Best Western - Tomah, WI	5A
Friday, January 6, 2012 Iowa, Lafayette	Dodgerbowl - Dodgeville, WI	7B
Fillmore, Houston (MN)	Good Times - Caledonia, MN	10B
Monday, January 9, 2012 Green (WI), Jo Daviess, Stephenson (IL)	Heritage Hall - Monroe, WI	8B
Allamakee, Chickasaw, Howard, Winneshiek (IA)	Northeast Iowa Community College - Calmar, IA	10C
Tuesday, January 10, 2012 Dunn	Old Town Conference Center - Menomonie, WI	1B
Jefferson, Milwaukee, Ozaukee, Washington, Waukesha	Mineshaft Restaurant - Hartford, WI	6C
Wednesday, January 11, 2012 Outagamie, Portage, Waupaca	Hahn-a-lula Resort - Fremont, WI	9B
Jackson, Trempealeau	Club 95 - Hixton, WI	4A
Thursday, January 12, 2012 Buffalo, Pepin	Club 10 - Durand, WI	2A
Dane	Fitzgerald's - Middleton, WI	8A
Friday, January 13, 2012 Grant	Arthur House - Arthur, WI	7A
Lincoln, Marathon, Wood	Knights of Columbus - Marshfield, WI	3B
Monday, January 16, 2012 Chippewa, Eau Claire	Holiday Inn Campus Area - Eau Claire, WI	2B
Richland, Sauk	Ramada Inn White House - Richland Center, WI	5C

Continued on next page

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Tuesday, January 17, 2012		
Dodge, Fond du Lac, Sheboygan, Winnebago	Rock River Country Club - Waupun, WI	6B
Brown, Calumet, Door, Kewaunee, Manitowoc	Cobblestone Creek - Brillion, WI	9C
Goodhue, Olmstead, Wabasha, Winona (MN)	Lewiston Community Center - Lewiston, MN	10A
Wednesday, January 18, 2012		
Barron, Burnett, Douglas, Polk, Washburn		1C
Ashland, Bayfield, Iron, Rusk, Sawyer	Turtle Back Golf Course - Rice Lake, WI	2C
Clark, Price, Taylor	Legion Hall - Loyal, WI	3A
Kenosha, Racine, Rock, Walworth (WI); Boone, Lake, McHenry, Winnebago (IL)	Millie's - Delavan, WI	8C
Thursday, January 19, 2012		
Crawford, Vernon	Firehouse Restaurant - Viroqua, WI	5B
Forest, Florence, Marinette, Menominee, Oconto, Oneida, Shawano, Vilas	The Gathering - Shawano, WI	9A
Black Hawk, Bremer, Buchanan, Clayton, Delaware, Dubuque, Fayette (IA)	Country Junction - Dyersville, IA	10D
Friday, January 20, 2012		
Pierce, St. Croix	The Orchard Restaurant - Baldwin, WI	1A
Adams, Columbia, Green Lake, Juneau, Marquette, Waushara	Haystack Supper Club - Westfield, WI	6A

ATTENDANCE REWARDS

If you attend your section meeting you will receive:

1 - \$25.00 Semen Certificate *

AND

1 - Certificate for buy 7 bags of Tri-Mic 1:50 get 1 free, either 4lb or 20lb bags

*One semen and one product certificate per farm

2012 SECTION MEETING AGENDA

11:45 a.m.
NOON (Sharp)
12:45 p.m.

Registration
Producer Appreciation Meal
Section Meeting

- The Next 70 Years - People, Products, Pride
- 2010-2011 A Year in Review
- Delegate Elections *see page 8
- The Genetic Power at Accelerated Genetics
- Web Tools from Global Ag Connections
- Make Your Cow's Rumen Work for You

Meeting Adjourns

2:30 p.m.

*Please return the card below to RSVP for a Section Meeting or call 800.451.9275

RSVP For Your 2012 SECTION MEETING

Please reserve _____ meals for:
(# of meals)

(Farm Name)

(Attendee Names)

for the Annual Section Meeting to be held at:

(Meal Location, City & Section)

(Meal Date)

Please RSVP at least 10 Days prior to your meeting!

YOU MAKE THE DIFFERENCE IN YOUR COOP

WHO ARE DELEGATES?

Delegates are selected from each section. One delegate will represent 20 members. Delegates are nominated at the Fall Delegate Meetings. Elections are then held during the Section Meetings in January. If you are interested in becoming a delegate, attend your Section Meeting in January and let your board member or section chair know you are interested.

WHAT DO DELEGATES DO?

Elected delegates are asked to attend three meetings throughout the year. These meetings are held so delegates can provide input and feedback to the cooperative, to better serve its members.

WHO ARE SECTION CHAIRS?

Section Chairs are the head of each section. There are 27 Section Chairs and there will soon be 27 Section Vice Chairs.

WHAT DO SECTION CHAIRS DO?

Section Chairs and Vice Chairs are elected at the Spring Delegate Meetings. They are asked to attend the same three meetings as the delegates, plus participate in one joint strategic planning session in March with the Board of Directors and Accelerated Genetics' management.

WHO ELECTS THE BOARD OF DIRECTORS?

The delegates elect a director from each local District during the Fall Delegate Meetings. There are 10 directors on the Board. Each of the board members has an assigned district, which combines sections based on membership and location. Each board member serves a three-year term, with a maximum 12-year tenure.

WHAT IS A BOARD MEMBER'S ROLE?

The Board of Directors hire and supervise the President & CEO of Accelerated Genetics. The board's role is to set policy and lead the members, delegates within the political structure of the cooperative.

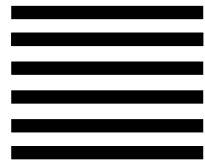


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ACCELERATED GENETICS
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YOUNG PRODUCER PROGRAM

BUILDING LEADERS FOR TOMORROW

As a cooperative, Accelerated Genetics needs producer leadership to make the organization thrive. The Young Producer Program was developed to help build future leaders of the cooperative and for the agriculture industry. The goals of the Young Producer Program and its activities are to educate producers, build leaders, and provide opportunities to network.

EDUCATION

A large portion of the Young Producer Program involves education. Each activity offers industry relevant seminars, hands-on workshops, panel discussions, or tours.

LEADERSHIP

The leadership training portion of the program allows opportunities for personal development through team building exercises, goal setting workshops, and agriculture advocacy sessions.

NETWORKING

Young producers who attend the activities have many opportunities to learn from fellow participants. The sharing of information and experiences can build life-long relationships.

YEARLY ACTIVITIES

Events are held throughout the year for Young Producers. The Leadership Conference and Producer Summit provide the most in-depth leadership training and focused industry-relevant educational sessions. The Winter Get-Away and Summer Meltdown Celebration events are for the entire family. These activities include a variety of topics including, but not limited to, farm and agriculture business tours, along with social activities.

PROGRAM SUCCESS

The Young Producer Program has a great success rate as it continues to graduate individuals into leadership roles. The 10 members of Accelerated Genetics' Board of Directors have all been involved in the Young Producer Program. Additionally, numerous delegate and section chair positions within the Accelerated Genetics structure are occupied by Young Producer graduates. The leadership at Accelerated Genetics continues to evolve from the success of the Young Producer Program.

ELIGIBILITY

The Young Producer Program is open to any dairy or beef producer or herdsman interested in expanding their horizons and meeting other producers while having a lot of fun. Individuals and couples who are interested in becoming involved are encouraged to attend any or all of the activities throughout the year.



2012 WINTER GET AWAY SCHEDULE

YP GAME SHOW WEEKEND

January 28-29, 2012 • Wilderness Resort • Wisconsin Dells, Wis.

SATURDAY, JANUARY 28, 2012

12:30-1:00 p.m. Registration

- Check-In at the Accelerated Genetics Registration Desk

12:30-1:30 p.m. 'GAME SHOW WEEKEND' Events

- Come and enjoy some fun 'Minute to Win It' activities and crafts!

1:30-2:30 p.m. Welcome Program & Introductions

2:30-4:30 p.m. Adult Session

- Beef Quality – Are you using proper injection sites and needle sizes?
- Timed A.I. – Which protocol is best for you and is the timing right?

2:30-4:30 p.m. Youth Session - (Youth 12 & under - supervision required)

- Movie & Game Room OR
- Waterpark or Clubhouse or Haunted Maze

4:30-5:50 p.m. Break & Check-In Wilderness Resort

5:50-7:00 p.m. Let's Make A Deal Dinner

- Dress up for dinner Saturday evening in your most outrageous costume or as your favorite Game Show host/hostess! Prizes will be awarded for Best Dressed!

7:00-10:00 p.m. Networking or Waterpark Time

- Mingling, Cards, Games, and a Big Screen Movie will be available in the room or enjoy the waterpark.

9:30-12:00 a.m. PJ Party & Late Night Social

- Popcorn, Snacks and a Big Screen Movie!

SUNDAY, JANUARY 29, 2012

8:00-9:00 a.m. Price Is Right Breakfast

9:00-9:15 a.m. Break & Check Out of Hotel Rooms

9:15-11:15 a.m. Adult & Youth Combined Sessions

We will break everyone up into four groups, so you have the chance to attend each session!

- Meet the Farmer - How one farm promotes their operation and interacts with their community.
- Basic Cow Handling - How to properly handle animals - Great for adults, kids and employees
- The Dairy Checkoff - How this program helps promote and educate consumers
- The Beef Checkoff - How beef dollars are used and what resources are available

11:15-12:15 p.m. Moo Feud

- Kind of like Family Feud with a new twist. Something to challenge everyone.

12:15 p.m. Awards, Door Prizes & Closing Remarks

2012 WINTER GET AWAY

WHO CAN ATTEND?

The Accelerated Genetics Young Producer Program is open to any producer-farm owners or herdspeople. Anyone interested in being involved is encouraged to attend this conference or any other Young Producer event throughout the year.

WHY ATTEND?

This weekend get-away is designed for young producers-individuals, couples and their families. It is a great way to get rid of the winter blahs, get off the farm to spend time enjoying life, learn something new, and stay warm inside with fellow producers.

"YP GAME SHOW WEEKEND:"

For this year's theme, 'YP Game Show', we would like producers to dress up for dinner Saturday evening in your most outrageous costume or as your favorite Game Show host/hostess! The crazier the costume, the more likely you are to be chosen to play a game of skill or luck or even win the favorite costume contest. (ie. duck suit, clown, hobo, etc.) Use your creativity.

YOUR COST:

The meals and program are compliments of Accelerated Genetics. Your only cost will be your hotel room at \$139/night, this includes wristbands for entry into the waterpark for four people. Additional wristbands can be purchased for \$10/ person.

COME EARLY & STAY LATE:

Room rates are available for both Friday and Saturday nights. Check in time is 4:00 p.m. and check out is 11:00 a.m., but you can swim in the waterpark until closing at 10:00 p.m.

REGISTERING:

Please register for the 2012 Winter Get-Away by **JANUARY 4th via postcard (located below)** or call 1.800.451.9275 or email kstanek@accelgen.com.

2012 WINTER GET-AWAY REGISTRATION

Name(s): _____

Kid(s) Names & Age(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

____ **YES**, Please register us for the Winter Get-Away - Jan. 28-29, 2012

Hotel Rooms: (\$139.00/night includes wristbands for 4 people, extra wristbands \$10/person)

Please register us at the hotel for:

(Please Circle)

Saturday Only

Friday & Saturday

Youth Activity:

of Kids _____ Adult Chaperone Name: _____

____ **YES**, Send information on the Leadership Conference - March 24-25, 2012

____ **YES**, Send information on the Summer Meltdown - June, 2012

Please Register by **JANUARY 4, 2012:**

Kari Stanek • Ph:800.451.9275 ext. 5422 • Fax: 608.356.1715 • Email: kstanek@accelgen.com

2012 LEADERSHIP CONFERENCE

Young producers interested in learning new things and meeting other producers should check out Accelerated Genetics' upcoming Young Producer **Leadership Conference**. This year's event will take place March 24-25, 2012 in Wisconsin Dells, Wis. at the Wintergreen Resort and Conference Center.

Accelerated Genetics has specifically tailored the **Leadership Conference** for persons who would like to improve leadership skills, participate in educational activities, network with other producers and have a good time doing it.

The featured guest speaker will be Jolene Brown. In addition, there will be other educational and fun-filled sessions designed to help producers manage and lead their family, farm and cooperative in the future.

The **Leadership Conference** is designed for emerging young leaders (individuals or couples) who have not previously participated in this conference. **Reservations need to be made by March 1.**

The Accelerated Genetics **Young Producer Program** is open to any dairy or beef producer, individuals or couples, who are interested in expanding their horizons, meeting other producers, while having fun. Anyone interested in becoming involved is encouraged to attend any or all the Young Producer activities throughout the year!

To make reservations for the **Leadership Conference**, call 1.800.451.9275 ext. 5422 or email kstanek@accelgen.com by March 1. All costs for this conference are covered by Accelerated Genetics.



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The 2010-2011 Young Producer Committee Members. Front row (l-r): Elle Tibor, Katie Grady and Jackie Pettis. Middle row (l-r): Ben Tibor, Tom Grady and Dan Solum. Back row (l-r): Tim Bowers, Charlie Knigge and Brian Koch. Not pictured: Tricia Solum and Jerry and Kelly Gimler.

YOUNG PRODUCER COMMITTEE

Once involved in the program, there are more opportunities for producers to take on a leadership role. The program's yearly activities are organized and coordinated by the Young Producer Committee. Individuals and couples throughout Wisconsin, Minnesota, Iowa, and Northern Illinois make up the committee. This dynamic group encourages Young Producer involvement, plans annual events, and provides leadership to facilitate the continued success of the program. Committee members can serve two three-year terms.

Committee Members

- **Tim Bowers:** Marion, Wis.
- **Jerry & Kelly Gimler:** Watertown, Wis.
- **Tom & Katie Grady:** Oregon, Wis.
- **Charlie Knigge:** Omro, Wis.
- **Brian Koch:** Lodi, Wis.
- **Jackie Pettis:** Augusta, Wis.
- **Dan & Tricia Solum:** Spring Grove, Minn.
- **Ben & Elle Tibor:** Minnesota City, Minn.

Young Producer Program Coordinator

Kari Stanek

800.451.9275 ext. 5422

kstanek@accelgen.com



2012 HERD RECOGNITION PROGRAM

The Herd Recognition Program honors Accelerated Genetics cooperative members' milk production. Accelerated Genetics is proud to offer this award program to producer-members.

QUALIFICATIONS

Herds that have a combined Fat and Protein (CFP) level of at least 1400 pounds on their December 2011, test sheet are eligible to apply for the Herd Recognition Program. Additionally, herds must be at least 75 percent Accelerated Genetics-sired.

Qualifying herds will be invited to attend a 2012 Regional Herd Recognition Banquet on one of the following dates:
February 21-Appleton, Wis.;
February 27-Marshfield, Wis.;
February 28 -LaCrosse, Wis.,
February 29-Madison, Wis.;
March 1-Menomonie, Wis.

At the banquet, winners will receive special recognition, an award, and learn from an educational speaker.

This year's Herd Recognition Program will also include special acknowledgement to herds that participate in the PACE young sire program and the GEMpc mating program. To apply for the Herd Recognition Program, fill out and return the application form on the next page.

2012 HERD RECOGNITION PROGRAM

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

COUNTY: _____ BREED(s): _____

Are you an active Accelerated Genetics member? YES NO

Are you a PACE young sire herd? YES NO

Do you use the GEMpc mating service? YES NO

How many years have you received the Herd Recognition Award? _____

OR Are you a new Herd Recognition applicant? YES

Number of milkings per day? 2X 3X

Type of testing system? Official Unofficial

ACTUAL ROLLING HERD AVERAGE AS OF NOVEMBER 2010:

(Be complete and accurate.)

Minimum to qualify: 1400 pounds Combined Fat and Protein (CFP)

Number of Cows: _____ Pounds Milk: _____

% Fat: _____ Fat (lbs.): _____ % Protein: _____ Protein (lbs.): _____

Combined Fat and Protein (CFP): Fat (lbs.): _____ + Protein (lbs.): _____ = _____ CFP

What % of your herd on the December 2011 test sheet is Accelerated Genetic- sired? _____

**** Please enclose your December 2011 test sheet (or a copy) with the sires of milking animals identified. Original test sheets will be returned. Copies of test sheets will not be returned.**

AFFIDAVIT VERIFYING APPLICANT MEETS MINIMUM QUALIFICATIONS:

1. To the best of my knowledge, 75% or more of the cows in this herd as of December 2011 are sired by Accelerated Genetics.
2. The applicant is currently using Accelerated Genetics' services.
3. A minimum of 10 cows are included in the herd average.
4. A copy of the December test sheet with identity of sires of the milking animals are enclosed with this application. Original test sheets will be returned. Copies of test sheets are accepted, but not returned.

Signed: _____ Signed: _____

(Accelerated Genetics Representative)

(Applicant's Signature)

Applications must be postmarked by Mon., January 16, 2012

Send completed application to: Kristin Olson, Accelerated Genetics, E10890 Penny Lane, Baraboo, WI 53913

For questions, call 800.451.9275 ext. 5426 or email kolson@accelgen.com

2011-2012

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