

# Equity News

A PUBLICATION OF EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION

## A Letter From Our President

I am fortunate to write my first column as President of Equity Cooperative Livestock Sales Association. When I consider the many fine CEOs and managers before me, the privilege and responsibility of my new role is not one I take lightly, especially on this, our 96th year anniversary as a cooperative.

I have worked in cooperative structures since 1998, with entities in genetics and livestock marketing. Before joining the Equity team in June 2013, I served as Vice President of Finance/CFO for an agricultural cooperative. After leaving the other cooperative, I realized I had a choice about where I went to work each day. I decided to accept the position at Equity, because I believed it was a great organization with a bright future.

I benefited by working closely with Chuck Adami and the Board of Directors over the past five years. During this time I have been able to gain insight into some of the challenges and opportunities we have ahead of us. The world we operate in is changing faster than ever before. While our cooperative has been successful in the past, today's marketplace expects quick and favorable results from wherever and however it can be received. Also, now with a depressed agricultural economy trending, there is no question we have our work cut out for us.

I am optimistic, however, in our ability to meet the challenges ahead. It is clear to me that we have incredible foundational

strengths – our trained staff, our patron relationships, our facilities and our services offered. We have excellent programs in place and remain steadfast in our commitment to our members. I am a firm believer in treating each member professionally, reliably and honestly.

Equity's vision statement message is clear and concise. *We strive to be the trusted provider of competitive livestock marketing and strong supporting programs for the economic benefit of our producer owners.* I am committed to these ideals and am determined to go above and beyond to make our cooperative a success. Thank you for the opportunity to lead your cooperative!

Sincerely,  
Curt Larson, President

## Upcoming Events

Jefferson  
COUNTY



### Wisconsin FFA State Convention

June 10-13, Alliant Energy Center

### Farm Technology Days

July 23-25, Jefferson County

### 2020 Calendar Deadline

August 1



Curt Larson (left) became President on March 1 and will be the President/CEO as of July 1. He takes over this role from Chuck Adami (right).

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## June Dairy Month – Time to Celebrate!

Dairy farmers have a lot to be proud of as they produce healthy, wholesome and nutritious food that consumers depend on every day. Let's support our dairy farmers and plan a day or more as they invite us to visit their farms and take a glance into their daily lives. The following is a listing of dairy events being sponsored and/or hosted by Equity's producer-members.

### SATURDAY, MAY 25

**Green County Breakfast on the Farm** – David & Kathy Minder Family Farm, N2428 Allen Road, Browntown, WI 53522

**Adams County Dairy Breakfast** – Breakfast at Adams Friendship High School & Tour of New Chester Dairy, Grand Marsh, WI

### SATURDAY, JUNE 1

**Barron County Dairy Breakfast** – Cory and Janelle Picknell Family Farm, 790 6 1/2 Avenue, Prairie Farm, WI 54762

**Crawford County Dairy Breakfast** – Riley Family Farm 44477 County Road W, Gays Mills, WI 54631

**Monroe County Dairy Breakfast** – Hall Dairy Farms

Dave & Nancy and Don & JoAnna Hall 10317 County Hwy E, Tomah, WI 54660

**Jackson County on the Farm Dairy Breakfast** – Eachibon Swiss and Mahoney-East Holsteins Farm - Jason & Shelby Weihrouch, N1399 South Road, Melrose, WI 54642

### SUNDAY, JUNE 2

**31st Annual Abbotsford Dairy Breakfast** – Dean & Sue Benders Farm, 5769 Reynolds Ave, Dorchester, WI 54425

**Stratford FFA Dairy Breakfast** – Country Aire & Night Hawk Dairy LLC, 118600 County Road P, Stratford, WI

**Granton FFA Alumni Dairy Breakfast** – Gary, Margie & Bryan Dahl Farm, N3870 Pelsdorf Ave, Granton, WI 54436

**40th Dodge County Dairy Brunch** – The Schwandt Family Farm W5660 County Road S, Juneau, WI, 53034

**Brown County Breakfast on the Farm** – DenMar Acres LLC – Dennis, Mary, Jeremy, Holly, Jeff, Cassie and Jesse Zirbel 6489 County Road W, Greenleaf, WI 54126

### SATURDAY, JUNE 8

**Dane County Breakfast on the Farm** – Klondike Farms 4592 State Road 92, Brooklyn, WI 53521

**Winnebago County Breakfast on the Farm** – Knigge Farms 4577 Poygan Ave, Omro, WI 54963

**Washington County Breakfast on the Farm** – Highland Dairy, LLC, Mike, Linda & Corey Enright 1207 Highland Drive, Kewaskum, WI 53040

**LaFayette County Dairy Breakfast** – Cottonwood Dairy 9600 County Road D, South Wayne, WI 53587

**Sauk County Dairy Breakfast on the Farm** – Melvin, Doris & Greg Lohr Farm, S9591 Church Rd, Prairie du Sac, WI 53578

**Rock County Dairy Breakfast** – Den-Bar Dennis & Barbara Kersten Farm, 4522 W Mineral Point Rd, Janesville, WI 53548

**Dunn County Dairy Breakfast** – Alfalawn Farm - Randy, Dave, & Dale Styer & Families, N2859 290th St., Menomonie, WI 54740

**Trempealeau County Dairy Breakfast** – George & Mary Gierok Farm W26747 Bugby Ln, Independence, WI 54747

### SUNDAY, JUNE 9

**Neillsville Area Chamber of Commerce Dairy Breakfast** – Mathis Dairy – Sam & Stacy, W5325 State Highway 73, Neillsville, WI 54456

**Taylor County's Town & Country Dairy Breakfast** – Breakfast at Taylor County Fairgrounds & Tour of Kohn Dairy, Gary & Lisa, Scott & Katy Kohn, Taylor County Fairgrounds Corner Highways 13 & 64, Medford, WI 54451

**Stanley-Boyd FFA Dairy Breakfast** – Riverview Farm-Dan, Jackie, Matthew, & Ali Holub, 16140 322nd Street, Boyd, WI 54726

**Edgar FFA Dairy Breakfast** – Baeseman Family Farm, 1547 County Road S, Edgar, WI 54426

**Manitowoc County Breakfast on the Farm** – Haelfrisch Dairy Farm, 23728 US Hwy 10, Brillion, WI 54110

**Oconto County Breakfast on the Farm** – Peterson's Dairy LLC, Arne and Judy Peterson & John, Jessica, Sam, Isaac, and Matthew Peterson, 6370 Goatsville Rd, Lena, WI 54139

**Richland County Dairy Breakfast** – Junction View Dairy, The Keller & Stibbe Families, 29404 County Highway OO, Richland Center, WI 53581

### SATURDAY, JUNE 15

**La Crosse County Dairy Breakfast** – Creamery Creek Holsteins, W1250 County Road U, Bangor, WI 54614

**40th Annual Portage County Dairy Brunch** – Front Page Holsteins, Gary & Patty Edelburg Farm 1499 County Hwy A, Amherst Junction, WI, 54407

**Sheboygan County Breakfast on the Farm** – Hanke Farms Inc., N6368 Willow Road, Sheboygan Falls, WI 53085

**Burnett County Dairy Breakfast** – Four Cubs Farm, 23250 S Williams Rd, Grantsburg, WI 54840

**Pepin County Dairy Breakfast** – R-Green Acres Inc – Raethke Family, W8667 Raethke Ln, Pepin, WI 54759

**Pierce County Dairy Breakfast** – Peterson Family Dairy, Inc. - Roger & Bev Peterson Family, W10322 State Road 29, River Falls, WI 54022

### SUNDAY, JUNE 16

**Kewaunee County Breakfast on the Farm** – Kinnard Farms Inc., N8200 Tamarack Rd., Casco, WI, 54205

**Watertown Agri-Business Club Dairy Breakfast** – McFarlandale Dairy, N302 County Road K, Watertown, WI 53098

**Ripon FFA Alumni Association 32nd Annual Country Breakfast** – D&D Sunny Side Beef Farm – Sina Family 7435 Sportsman Rd, Ripon, WI 54971

**Marshfield FFA Alumni Dairy Breakfast** – Ledden Family – Pat & Mary, Neil & Katie and Family 6649 Pleasant Hill Rd, Auburndale, WI 54412

### SUNDAY, JUNE 23

**Shawano County Brunch on the Farm** – Goers Family Farm W10248 Winkle Rd, Shawano, WI 54166

**Calumet County 34th Annual Sundae on the Farm** – Jenlar Holsteins and Brown Swiss Farms N5452 Hwy 57, Chilton, WI 53014

**Envision Greater Fond du Lac Agri-Business Council Breakfast on the Farm** – Loehr Farms LLC W1851 Mushroom Rd, Eden, WI 53019

**Colby Dairy Breakfast** – Heeg Brothers Dairy, LLC, F2181 County Road N, Colby, WI, 54421

### SUNDAY, JUNE 30

**Marinette County Breakfast on the Farm** – Van De Walle Farm, W5467 Red School Rd, Peshtigo, WI, 54157

**23rd Annual Greenwood Dairy Breakfast on the Farm** – Stieglitz Dairy, LLC, N8280 River Ave, Greenwood, WI 54437

## Equity Staff Update

### Anderson taking on role of Commodity Broker

Scott Anderson rejoins the cooperative and will be taking on the role of Commodity Broker and will also work with producers who utilize cattle contracts. He worked for Equity for 10 years as lamb division manager more than 29 years ago. He has a bachelor's degree in animal production and economics. Anderson and his wife June reside in Merrimac and have three children; Blake, Mikayla and Cecelia.



Scott Anderson

### Bulin Named Human Resources Manager

We welcome Dionne Bulin, Human Resources Manager, to our cooperative. She has a degree in human resource management from the University of Wisconsin-LaCrosse and a Bachelor of Arts degree from Lakeland College. She lives in rural LaValle with her husband Brian on their family dairy farm.



Dionne Bulin

### Fenner Joins as System Administrator

Derek Fenner joined Equity as System Administrator and is responsible for support and maintenance of the cooperative's network infrastructure throughout all market locations. He has an associate degree in applied science specializing in IT networking from Western Wisconsin Technical College. Derek and his wife Cheryl live in Mauston and have two children; Ian and Ally.



Derek Fenner

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[www.equitycoop.com](http://www.equitycoop.com)



## Regional Director Elections

Throughout the 2019 annual district meetings, three districts held regional director elections. District III, Reedsville director Steve Schleis from Kewaunee, WI and district VI, Altoona/Barron director Les Danielson from Cadott, WI were re-elected to the board. Schleis serves as the board's secretary/ treasurer, while Danielson serves as chairman of the board. Brad Solchenberger was elected at our Richland Center District Meeting for district IX, replacing former chairman Norm Fruit, who stepped down after 20 years of service to the cooperative board. Twenty-nine-year-old Solchenberger of Cazenovia, WI, brings more than 12 years of farming experience with him.



Brad Solchenberger

The other members of the board include, David Wilke, Ripon, WI of district II, Lomira, serves as vice chairman of the board; Karl Merow, Sparta, WI of district VII, Sparta, serves as assistant secretary/ treasurer of the board; Dan Leischer, Neosho, WI of district I, Arlington/Johnson Creek; Pete Kleiman, Wilson, WI of district IV, Bonduel/Marion; Alan Cihlar, Mosinee, WI of district V, Stratford; Dwight Truttmann, Mount Horeb, WI of district VIII, Monroe; and Adam Quandahl, Waukon, IA, of district X, Waukon.

The regional director elections will be held next year during March annual district meetings in four of Equity's districts. The 2020 nominating committees were selected at this year's meetings and they are looking for candidates to fill the role as their representatives on the regional board. If you are interested, please submit your name to one of the following nominating committee members.

### District I – Arlington/Johnson Creek

Joel Griebenow (920) 285-7317  
Vaughn Johnson (608) 751-4261  
Sue Marx (262) 582-3020

### District IV – Bonduel/Marion

Pete Kirchner (715) 853-4147  
Charles Meintz (906) 753-6987  
Roelof Stam (715) 573-5788

### District VII – Sparta

Mike Kunes (608) 488-3561  
Steve Olson (608) 633-2860  
Simon Wells (608) 269-6579

### District X – Waukon

Dan Byrnes (563) 568-1075  
Steve Evanson (563) 794-0576  
Jack Heffern (563) 880-2716

## Social Media Update

Three years ago, Equity started developing and implementing social media networks to its online presence. The goal was to engage customers with information about special sales, cooperative activities, cooperative events and share patron testimonials and stories. If you haven't already done so, please go like our Facebook page and Instagram or Twitter accounts. We encourage your friends and family to do the same. Let's stay in touch. Feel free to send any newsworthy information to us at [socialmedia@equitycoop.com](mailto:socialmedia@equitycoop.com).

### Connect with Equity...



Like us on Facebook



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Instagram @equity\_coop



[equitylivestockfocus.com](http://equitylivestockfocus.com)





Equity Cooperative  
Livestock Sales Association  
P.O. Box 1003  
Baraboo, WI 53913  
1-800-362-3989  
www.equitycoop.com

## Distinguished Patron Recognition Awards

These patrons received the cooperative's Distinguished Patron Recognition award during local association meetings.

Nomination and selection are at the discretion of each individual shipping association board of directors and is presented at each association's annual meeting.

These individuals have received this recognition and have yet to be featured within an Equity News publication since the inception of the program.

Awards presented in 2018:

**Dan Ferrecki**

*Pulaski Shipping Association Cooperative*

**Eileen Dorn**

*Equity Southern Livestock Marketing Cooperative*

Awards presented in 2019:

**Faye Notz**

*Abrams Cooperative Livestock Shipping Association*

**Vaughn Johnson**

*Equity Southern Livestock Marketing Cooperative*

**Sonny (Francis) Huebsch**

*Equity Rich Land Livestock Marketing Cooperative*

**Fendryk Bros.**

*Coleman United Cooperative Shipping Association*

This program will continue as we move forward. If you have a suggestion for a recipient, we encourage you to contact any board member of their local association.



*Vaughn Johnson accepts his award.*

## \$250 Gift Card Winner



Bruce Pankratz, left, accepts the \$250 gift card as the grand prize drawing from Equity's annual district meeting from Trina Moen, Stratford's office manager. Pankratz is a dairy farmer from Auburndale, Wisconsin, is a board member for Equity Stratford Livestock Marketing Cooperative and is also on the market sale committee for the Central Wisconsin State Fair. He enjoys being involved and keeping people informed about the constant changes in agriculture.

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**Equity News**

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Livestock Sales Association  
P.O. Box 1003  
Baraboo, WI 53913

**Board & Officers**

- Leslie Danielson ..... District VI  
Chairman of the Board
- David Wilke.....District II  
Vice Chairman
- Steven Schleis.....District III  
Secretary/Treasurer
- Karl Merow ..... District VII  
Assistant Secretary/Treasurer
- Dan Leischer .....District I
- Pete Kleiman ..... District IV
- Allan Cihlar ..... District V
- Brad Solchenberger ..... District IX
- Dwight Truttman ..... District VIII
- Adam Quandahl ..... District X
- Charles Adami..... CEO
- Curt Larson.....President
- Janice Schyvinck.....Editor-in-Chief
- Maureen Tobias.....Copy Editor

**Market Directory**

- Altoona ..... 715-835-3104
- Arlington ..... 608-635-4376
- Barron..... 715-537-5618
- Bonduel ..... 715-758-2125
- Johnson Creek ..... 920-699-3588
- Lomira..... 920-269-4351
- Marion..... 715-754-5227
- Monroe ..... 608-328-8344
- Reedsville ..... 920-754-4361
- Richland Center..... 608-647-6151
- Sparta..... 608-269-3104
- Stratford..... 715-687-4101
- Thorp ..... 608-477-7420
- Waukon..... 563-568-4501

**Equity Livestock Credit Corporation**

Gary Williams.....608-356-8311, ext. 125

**Commodities Division**

Dave Johnson.....608-356-8311, ext. 131



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