



Joint Management Team Appointed

March 15, 2011 - Brian Van Doormaal, Chief Executive Officer of Holstein Canada and General Manager of Canadian Dairy Network (CDN), announced the appointment of a joint management team for both organizations:

Rhonda Morley, Chief Financial Officer
Linda Markle, Manager, Herdbook & Genotyping
Dr. Bethany Muir, Manager, Classification & Field Services
Dr. Gerrit Kistemaker, Manager, Research & Genetic Evaluation
Alain Lajeunesse, Manager, Market Development & Communications
Peter Brand, Manager, Business Development
David Cullum, Manager, Information Technology
Linda Helmer, Manager, Human Resources

The establishment of a joint management team was recently approved by the Board of Directors of both Holstein Canada and CDN and is a logical step for the efficient management of both organizations. Given the intent for the two Boards to hold their meetings together starting July 2011, and the June 2010 appointment of Brian Van Doormaal as manager of both companies, this decision brings the collaboration and leadership of Holstein Canada and CDN to yet another level for improved effectiveness.

The knowledge, skills and experience of the team members represents an excellent blend of competencies from the two organizations that will undoubtedly yield substantial benefit to Canadian dairy producers and industry partners.

With a history of 127 years, Holstein Canada is the largest breed association in Canada having 11,000 active members. Its mission is to provide the membership with the opportunity to enhance their profitability and competitiveness through genetic improvement programs. Canadian Dairy Network is the national genetic evaluation centre for dairy cattle and provides services to Canadian dairy producers and member organizations including breed associations, DHI agencies, A.I. organizations and Dairy Farmers of Canada. It also serves as an umbrella organization to facilitate and coordinate initiatives of broad industry interest that encourages cooperation among organizations and provides value to Canadian dairy producers.

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