



# media release

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## For immediate release

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## Holstein Canada announces new Management Team

Brantford, November 4<sup>th</sup>, 2014 - Holstein Canada CEO Ann Louise Carson is pleased to announce a revamped Management Team. "We have a great team that is proud to work **for and with** the Membership, Branches, Board, Industry Partners and devoted team of staff both in the office and in the field," said Ann Louise. Joining the team are:

**Linda Ness**, *Strategic Communications Manager*: Linda brings deep management experience, bilingualism, an extensive network and her strong work ethic among her other talents to Holstein Canada. Raised on a dairy farm in Southern Québec and trained in the field of animal health, Linda has devoted her career to the dairy industry. Her career path includes 18 years at Ayrshire Canada, 12 of these being as CEO. Most recently, Linda worked in the AI industry. Linda will be based in Québec, travelling regularly to Brantford and to other parts of Canada.

**Mark Cummings, CPA, CGA**, *Finance Manager*: Mark joined the team earlier in the fall. Mark's in-depth financial knowledge and management experience have already made a great impact on the Association in this technology era. Mark comes to us from the private sector, with over 20 years' experience in small businesses and service organizations.

**Lynne Berwick, CHRP**, *Human Resources Manager* (as of January 1<sup>st</sup> 2015): the team has had 18 months to appreciate Lynne's "innovative and get it done" approach to human resources, which includes some very successful recruiting in recent months. Lynne was hired as part of a succession plan to allow current **HR Manager Linda Helmer, CHRP** to step into retirement at the end of 2014 following nearly 25 years of dedication to Holstein Canada.

Linda, Mark and Lynne join current and well-established Managers **Linda Markle** (Assistant CEO/Herdbook & Genotyping Services), **Dr. Bethany Muir** (Classification and Field Services) and **Peter Brand** (Business and Technology Solutions).

"It can't be said enough – success is based on having the right people at the right place. These six individuals are a winning combination, each contributing unique and specialized skills and knowledge. Together, we look forward to supporting the Board in the 2015-2018 Strategic Plan, and beyond, for the good of our members in this changing and exciting industry," concludes CEO Carson.

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