

# Holstein Association USA Awards Rumler Scholarship

BRATTLEBORO, Vt. — Traci Pierson of Eau Claire, Wis. has been awarded the 1997 Robert H. Rumler Scholarship from the Holstein Association.

The Minnesota native is currently completing requirements to earn a master's degree at the University of Wisconsin-Eau Claire and currently working as a marketing intern for the Greater Eau Claire Area Chamber of Commerce.

Pierson grew up on a Registered Holstein Farm in Lake City, Minn. She graduated in 1994 from the University of Minnesota with a degree in Agricultural Industries and Marketing.

Upon graduation, she worked as a field representative for the Holstein Association, serving producers in Wisconsin. Prior to that, she completed internships with Associated Milk Producers, Inc., and the Holstein Association, and was a student supervisor for Minnesota DHIA.

Pierson is a member of the Minnesota Holstein Association, Wisconsin Holstein Association and the National Dairy Shrine. She served on the Minnesota Junior Holstein Association board of

directors from 1991 to 1994 in a variety of capacities. She also successfully completed the Young Dairy Leaders Institute (YDLI).

Active with Registered Holsteins all her life, she remains in close contact with the home farm as much as possible while completing her studies. Her leadership skills, honed during YDLI, allow her to continue working with youth programs, including dairy judging, quiz bowl, and motivational speaking, in Minnesota and Wisconsin.

Pierson said she believes the future in agriculture is bright, "as long as the next generation takes hold and runs with it," adding she intends to take the dairy industry by the horns and continue to enhance it.

"Obviously our greatest assets are the products we produce," she said. "Learning more about how to effectively market them to consumers is a primary way in which I hope my skills will make a difference." After completing her MBA she hopes to attain a position in the dairy industry.

The Rumler Scholarship award is given annually to a recipient who has graduated from an accre-

ditied agricultural college or university with a bachelor's degree in dairy production or its equivalent. It may be given to a student at the beginning of their MBA program or who is entering the second year of the program.



## Holstein Foundation Hires Intern

BRATTLEBORO, Vt. — Julie Meadows, of Foxport, Ky. is one of two 1997 junior member communications interns for the Holstein Foundation.

Meadows, who is scheduled to be a sophomore at the University of Kentucky in the fall, is majoring in agricultural communications. She is president of UK's Dairy Club, an ambassador for the College of Agriculture, and an active member of the University's chapter of the Block and Bridle Club.

Julie's responsibilities include preparation for the National Junior Holstein Convention, to be held in Grand Rapids, Mich. in June, development of educational materials for junior members.

# NEWS

## Holstein USA Works To Make ID EASY

BRATTLEBORO, Vt. — Electronic identification using the EASY (Electronic Application System) has become even better now that there is a Windows version available for producers, according to Holstein Association USA.

EASY is now available in both DOS and Windows version, allowing producers to Officially Identify their Holsteins with the system that works for them.

EASY allows you to automate the identification process using an on-farm IBM-compatible PC, eliminating paper applications.

Producers using EASY can simply mail the diskette, or modem transfer the necessary information to the Holstein Association. The innovative computer software program also is compatible with all of the ID options: photos, sketches, Tag ID, Tag 'N' Tattoo,

and Tag N'Freezerbrand.

This software program is capable of reading from other heifer management files, such as PCDART, Dairy Comp 305 and DHIA Plus, to speed up the identification process.

Complete working programs can be downloaded from the Holstein Association USA Internet website at [www.holsteinusa.com](http://www.holsteinusa.com). Internet users can click on the Performance Products section, then "Download a Demo" to start the process under the section describing EASY. Choose from either Windows or DOS version.

For more information on how to make your animal identification EASY, or to get your free EASY software for Windows or DOS, call a Member Service representative at 800-952-5200.

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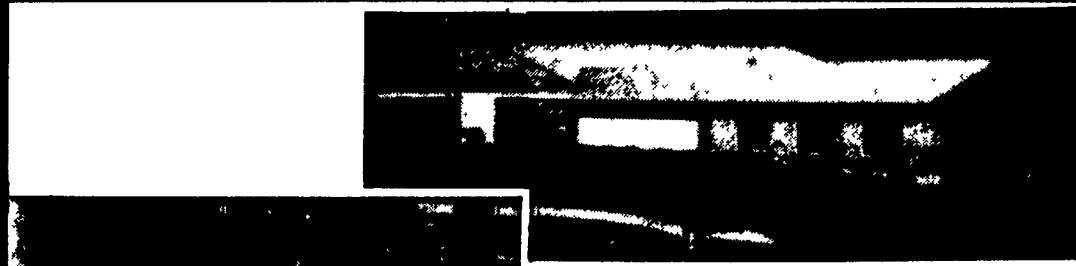
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