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## **Cox and Gudex take top honors at East Central/Select Sires Employee Awards Banquet**

*O'Leary, Parsons, Goke, and Dieter achieve highest outstanding-effort honors*

WAUPUN, July 2, 2018 – East Central/Select Sires, based in Waupun and serving southern Wisconsin, held their annual employee awards banquet on Saturday, June 30, 2018, at the Sheraton Madison Hotel, Madison. Kevin Cox, Sparta, was awarded area sales manager (ASM) of the year, with Dan Esch, Dodgeville, recognized as runner-up. Eric Gudex, Oakfield, defended his title as member service representative (MSR) of the year, with Ryan Besaw, Omro, as runner-up. Third through 10th place in the MSR category were also recognized: Jeremy Konen, Mazomanie; Rod Alton, Monroe; Bob Boatman, Darlington; Steve Otteson, Arlington; Kurt Barnes, Kiel; Mohammed Touri, Madison; Doug Rake, North Freedom; and Gary Fredrick, Mayville.

The honorable outstanding-effort awards were presented to Ryan O'Leary, Madison; Katherin Parsons, Portage; Jason Goke, Belleville; and Phil Dieter, Sun Prairie.

Exceptional achievement awards were presented to MSRs as follows. Eric Gudex was honored for personal total service volume, area total service volume, area direct-herd and insemination/direct-herd unit volume, and area total unit volume. Catarina Williams, Lancaster, was recognized for area total service percent increase, and the awards for personal total service percent increase and area total unit percent increase went to Bruce Von Ruden, Viroqua. John Hulbert, Monticello, was honored for area direct-herd and insemination/direct-herd unit percent increase, as well as semen blend percent increase. The award for personal diversified product dollar percent increase was given to Bob Radke, Bangor. Accounts receivable went to Howie Minnema, Fond du Lac, and personal diversified product dollar volume went to Jason Goke. Finally, Gary Fredrick was recognized for area contribution, and Kevin Farnsworth, Deerfield, once, again, took home the semen blend award.

One MSR/MSR team in each region was recognized for top honors: Eric Gudex, region 1; Dave Hahn, Fond du Lac, and Casey Degnitz, Fredonia, region 2; Rod Alton, region 3; Mohammed Touri, region 4; Jeremy Konen, region 5; Dan Potterton, Mineral Point, region 6; and Bruce Von Ruden, region 7. The beef achievement award was presented to Bryan Witt, Browntown.

In addition to Bob Boatman and Matt Kieler, Hazel Green, being recognized for exceeding 200,000 and 175,000 artificial insemination (A.I.) services, respectively, 25 MSR employees were awarded for achieving additional milestones in lifetime A.I. services. Winners included: Rod Andrae, Darlington, and Dave Holzinger, Lancaster, 150,000 services; Rod Alton and Jeremy Konen, 100,000 services; Joel Franke, Hillsboro, Sandy Hoppmann, Wilton, and Dan Potterton, 75,000; Mohammed Touri and Ken Nehls, Horicon, 50,000; and Gary Fredrick, John Hulbert, and Scott Nelson, South Wayne, 40,000. The list went on to include Cory Gabor, Westfield, Dennis Gunst, Hartford, Dean Kroning, LaValle, Julie Retzlaff, Elroy, John Buske, and Nick Fischer, Germantown, 30,000; Norm Bradley and Gary Genz, Waupun, 20,000; and Matt Digman, Cuba City, Victor Lopez, Beaver Dam, Becky Spatz, Ripon, Adam Van Schyndel, Lake Geneva, and Bruce Von Ruden, 10,000. Brad Fossum was recognized for 750,000 semen units sold.

Individual ASM awards were bestowed upon four employees. Eric Westphal, Byron, was recognized for personal total unit volume, area diversified product dollar volume, and personal total unit percent increase. Jay Ludeman, Lake Mills, took home the award for accounts receivable, and Brad Fossum, Lodi, was recognized for area direct-herd unit volume and area total unit volume. The final awards in this category went to Kevin Cox for area diversified product dollar percent increase, area direct-herd unit percent increase, and area total unit percent increase.

East Central/Select Sires has consistent longevity among our employee staff, and several were honored for their years of service at the banquet: Bob Boatman, Jay Ludeman, Glen Stewart, Lomira, and Harvey Stieve, Dodgeville, 35 years; Dan Esch and John Hulbert, 30 years; Chris Meyer, Loganville, 25 years; Diane Arndt, Waupun, Sandy Hoppmann, Mark Meyer, Reedsburg, Dave Placke, Hazel Green, and David Sarbacker, Edgerton, 20 years; Eric Gudex, Jeremy Konen, and Pieter Koopmans, Waunakee, 15 years; Bill Langel, McFarland, Jim Suddeth, Stoughton, and Ryan Weigel, Platteville, 10 years; and Rustin Alton, Monroe, Norm Bradley, Fort Atkinson, John Buske, Mayville, Beth Disbrow, Waupun, and Ken Nehls, five years.

East Central/Select Sires is a professional-, artificial-breeding cooperative serving dairy and livestock producers in southern Wisconsin. As a member owner of Select Sires located near Plain City, Ohio, East Central/Select Sires helps make up the largest A.I. cooperative in the world. They provide highly fertile semen as well as excellence in service and programs to achieve the basic objective of supplying livestock breeders with America's best genetics at a reasonable price.

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Picture 1: Kevin Cox, Sparta, with his wife, Sue, was honored as area sales manager of the year during the annual awards banquet East Central/Select Sires organizes to honor their employees.

Picture 2: Eric Gudex, Oakfield, with his wife, Heidi, defended his title as member service representative (MSR) of the year at the June 30, 2018, East Central/Select Sires Employee Awards Banquet.