

Wisconsin Milk Marketing Board, Inc.

2010 Director Elections

Winning Candidate Biographies

The Wisconsin Department of Agriculture, Trade and Consumer Protection announced results of the April 12-24, 2010, Wisconsin Milk Marketing Board director elections held in eight of the state's 24 districts.

Click a name below to view the biography of each district's winner:



District 3 (Lincoln, Oneida, Price, Taylor)

Ed Jasurda, Phillips

District 6 (Chippewa, Eau Claire)

Vivian Thompson, Cadott

District 9 (Menominee, Shawano, Waupaca)

Jeff Strassberg, Wittenberg

District 12 (Portage, Waushara, Wood)

Ken Heiman, Marshfield

District 15 (Adams, Juneau, Monroe)

Mary Cook, Wilton

District 18 (Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, Waukesha)

Dean Strauss, Sheboygan Falls

District 21 (Crawford, Vernon)

Judy Wubbenhorst, Westby

District 24 (Dane, Jefferson)

Tina Hinchley, Cambridge





Ed Jasurda
 United Pride Dairy, LLC
 N7822 Murphy Lake Road
 Phillips, WI 54555
 Residence: Price County

Candidate Biography

District 3 (Lincoln, Oneida, Price, Taylor)

[Return to Top](#)

Spouse/Children	Spouse – Lori Children – Evan and Mitchell
When did you begin dairy farming?	1991
How many cows do you milk?	800
Breed(s)	Mostly registered Holsteins, about 40 crossbreds
Where do you ship your milk?	Foremost Farms USA, Milan, WI
How many acres do you farm?	1,900 acres cropped, own 675 and rent the balance
What crops, if any?	We grow corn for silage, alfalfa and grass for silage, and then purchase all the grain.
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Foremost Farms USA ▪ Genex Cooperative ▪ Northstar Cooperative ▪ National Holstein Association ▪ Wisconsin Holstein Breeders ▪ Professional Dairy Producers of Wisconsin ▪ American Guernsey Association ▪ Farm Bureau
Why do you want to serve on the WMMB Board?	I would like to continue to serve on WMMB to help keep the wheels turning in a positive direction. The programs developed by WMMB staff and approved by the Board have made Wisconsin a major player in today's global market. The Wisconsin label is well respected by others and sought after by consumers. In my travels, producers in other parts of the country want what we have going for us here in Wisconsin. Although the milk price hasn't been very good in these tough times, I feel it would be even worse if these programs weren't in place.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ 14 years consecutive milk quality awards ▪ 6 years consecutive Holstein USA Progressive Genetic Herd awards
What else should dairy producers in your area know about you?	I would like producers in my area to know that I try to be a positive voice of reason. As many people are aware our industry is under attack from special interest groups. As a state, an organization and as an individual we all need to address these concerns. Many of us are production-science based producers; although that's not a bad thing we need to show our other side. Consumers want to know more about how much we care, not how much we know. We care about our cattle; if we don't take care of them, they won't take care of us. We are great caretakers of the soil and we need to show that through sound farm practices. The new WMMB Dairy Impact series will help us achieve these goals.



Vivian A. Thompson
Dunworken Holsteins
10701 250th Street
Cadott, WI 54727
Residence: Chippewa County

Candidate Biography

District 6 (Chippewa, Eau Claire)

[Return to Top](#)

Spouse/Children	Spouse – Steven Children – Katherine and Hayden
When did you begin dairy farming?	1999
How many cows do you milk?	119
Breed(s)	Holsteins
Where do you ship your milk?	Grassland
How many acres do you farm?	205
What crops, if any?	Corn, silage, and hay
Ag-related organizations or affiliations	<ul style="list-style-type: none">▪ Wisconsin Holstein Association▪ Chippewa County DHIA
Why do you want to serve on the WMMB Board?	I would like a say in how our money is being used. I feel I have some fresh ideas for marketing our product. Parents have become complacent about good nutrition. Food source personnel have been forced to consider cost over quality. This can be changed with the right approach.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none">▪ Holstein Association Progressive Genetics Herd Award 2006, 2007, 2008 and 2009
What else should dairy producers in your area know about you?	I grew up on a registered Guernsey farm in Sebree, KY. I hold a BS in Dairy Science from Western Kentucky University. I have worked for Kentucky Dairy Records and North Carolina DHIA.



Jeff Strassburg
 Strassburg Revocable Trust
 N7577 Regina Rd
 Wittenberg, WI 54499
 Residence: Shawano County

Candidate Biography

District 9 (Menominee, Shawano, Waupaca)

[Return to Top](#)

Spouse/Children	Spouse – Jeni Jacob and Alyssa
When did you begin dairy farming?	I began dairy farming with my parents right after I graduated from high school.
How many cows do you milk?	660
Breed(s)	Holstein
Where do you ship your milk?	Land O'Lakes
How many acres do you farm?	2,100
What crops, if any?	Corn and alfalfa
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Bowler FFA Alumni ▪ Dairy Business Association ▪ PDPW ▪ Chairman for Land O'Lakes leader development group ▪ Land O'Lakes 68-5 unit representative
Why do you want to serve on the WMMB Board?	<p>Currently, I am running for the WMMB and very excited about getting a chance to represent the dairy industry. Below I have explained the reasons why I am so passionate about this opportunity.</p> <p>The dairy industry has been very rewarding for me, and over the years I have developed a network of fellow dairy producers that I speak with regularly and other specialists who I consult with on a daily basis, including my nutritionist, veterinarians, sales people, field staff, dairy co-op leaders, and service people. Through talking with these people I am able to hear other perspectives and make educated decisions for our industry.</p> <p>My growing concern is that we as an industry are becoming disconnected with the consumer. We need to promote the positives of our industry and the products that we produce. Recently, there have been certain groups that have attacked the dairy industry. I feel we need better use of our advertising dollars to tell the story more accurately.</p> <p>At this time I truly think that we need to reconnect the consumer with the farm because people want to know where their food comes from and they want a product with a story behind it! All of us have a wonderful story!</p> <p>I WANT TO MAKE A DIFFERENCE FOR OUR CHILDREN AND THE DAIRY INDUSTRY!</p>
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Shawano County Outstanding Young Farmer Award in 2005 ▪ Land O'Lakes Outstanding Young Farmer Award in 2006
What else should dairy producers in your area know about you?	I am part of Strassburg Revocable Trust located near Bowler, Wisconsin. When I joined my parents in 1990 we milked 68 cows, and have grown gradually over the years, raising all of our own replacement animals. Our operation currently milks 660 cows.



Ken Heiman
 Weber's Farm Store
 10487 Lincoln Ave
 Marshfield, WI 54449
 Residence: Wood County

Candidate Biography

District 12 (Portage, Waushara, Wood)

[Return to Top](#)

Spouse/Children	Spouse – Joellen Children – Michelle, Ryan and Josh
When did you begin dairy farming?	1995
How many cows do you milk?	140
Breed(s)	Holstein
Where do you ship your milk?	Producer Handler/Nasonville Dairy
How many acres do you farm?	950
What crops, if any?	Corn, soybeans and alfalfa
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ DHIA ▪ Central Wisconsin Coop ▪ Dairy Business Association ▪ Wisconsin Milk Marketing Board ▪ Equity Marketing Customer 1 Coop ▪ Marshfield FFA Alumni
Why do you want to serve on the WMMB Board?	As a current board member I have seen and worked on very good changes for better capitalization of our farm money. The greatest return on our investment is my goal. My 1st mission is to increase sales of Wisconsin Cheese and all dairy products.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Century Farm Award ▪ Friend of Agriculture
What else should dairy producers in your area know about you?	We operate a bottling facility at our farm which processes skim, 1%, 2%, 2% chocolate, and whole milk. We also manage a cheese plant that buys milk from 183 neighboring farms and sells that cheese in all 48 contiguous states.



Mary Cook
 Ridge–Vu Dairy
 28003 Locust Avenue
 Wilton, WI 54670
 Residence: Monroe County

Candidate Biography

District 15 (Adams, Juneau, Monroe)

[Return to Top](#)

Spouse/Children	Spouse – Ken Children – Tammy, Michelle and Alan
When did you begin dairy farming?	1968
How many cows do you milk?	190
Breed(s)	Holstein and Brown Swiss
Where do you ship your milk?	Grassland Dairy
How many acres do you farm?	Own 680 and rent additional 200 = total 880
What crops, if any?	Alfalfa and corn
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Wisconsin Milk Marketing Board Director-12 years ▪ President of Monroe County Dairy Promotions ▪ Monroe Co. Dairy Breakfast Committee ▪ President of Monroe County Dairy Association ▪ 4-H Dairy Leader and General Leader ▪ Monroe Co. Fair dairy recipe committee ▪ Monroe Co. DHIA ▪ Monroe County Farm Bureau ▪ 4-H Dairy Promotion Foods Revue Committee ▪ State and National Brown Swiss Association ▪ County, State and National Holstein Association ▪ Manitowoc Milk Producer's Co-op
Why do you want to serve on the WMMB Board?	<p>As a dairy producer actively involved in our dairy operation each day, I am seeking re-election to the Wisconsin Milk Marketing Board because of my concerns for the dairy farm families of Wisconsin. Without the dairy industry, Wisconsin would be a very different place to live.</p> <p>Promotion is the spark between our industry and the consumers, cheese companies, students, and others. I am concerned about how our hard earned dollars are spent and I know the value of educating the consumer and children about the nutritional value of dairy in their diets. We need to continue to communicate to our consumers that we are producing a nutritious, safe, wholesome, natural product. Although over 80% of the WMMB budget is dedicated to cheese promotion marketing, another area of importance is the Wisconsin Dairy Council (WDC). An integral program of WMMB, WDC has a presence in over 1,600 schools with programs and materials.</p> <p>I take an active role in dairy promotion and education in both the school classroom and at many community events. Dairy product education is very important for both students and consumers to be able to make healthy eating choices and informed decisions on the nutritional value of dairy in their diets. We need to encourage purchase and consumption of dairy products. We need to build life-long dairy consumption habits.</p> <p>I will continue to be very active in the promotion and education of our dairy industry. I would consider it an honor and privilege to continue to represent District 15 dairy producers on the Wisconsin Milk Marketing Board. I would very much appreciate your support and vote.</p>

<p>Have you (or your farm) received special recognition or won any relevant awards?</p>	<ul style="list-style-type: none"> ▪ Sparta Chamber of Commerce Farm Family of the year ▪ DHIA Milk, Fat, and Protein Production Awards ▪ Milk Quality Awards ▪ Champion and Supreme Champion cattle awards ▪ Jr. All-American cattle awards ▪ All-Wisconsin and Jr. All-Wisconsin cattle awards ▪ Monroe County Dairy Breakfast Host Family
<p>What else should dairy producers in your area know about you?</p>	<p>I am very active in local and county organizations. I am president of the Kendall American Legion Auxiliary, the Clerk for the Clifton Township, plus the Monroe county Board Supervisor. Treasurer of St. Joseph's PCCW, St. Joseph CCD teacher (for 35 years), Tomah Area Cancer board member, and a volunteer at the Tomah Veterans Hospital.</p>



Dean Strauss
 Majestic Meadows Dairy
 W2999 County Road O
 Sheboygan Falls, WI 53085
 Residence: Sheboygan County

Candidate Biography

District 18 (Kenosha, Milwaukee,
 Ozaukee, Racine, Sheboygan,
 Washington, Waukesha)

[Return to Top](#)

Spouse/Children	Spouse – Lynn
When did you begin dairy farming?	Full time in 1998
How many cows do you milk?	830
Breed(s)	Cross-breeds and Holsteins
Where do you ship your milk?	Sartori Foods
How many acres do you farm?	1,500
What crops, if any?	Corn, alfalfa, wheat, soybeans
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Professional Dairy Producers of Wisconsin ▪ Dairy Business Association ▪ Dairy 2020 Council
Why do you want to serve on the WMMB Board?	<p>I believe in the future of our dairy industry and want Wisconsin to succeed as a leader in the world market. Wisconsin produces some of the finest cheeses in the world and has the awards to reconcile that fact. However, changes are happening within the industry and we need to be ready. Wisconsin has the landscape and infrastructure to help us stay competitive. I believe producers need to be active in helping build and maintain Wisconsin's brand awareness and take ownership of our actions. We need to promote, be proactive and listen to our consumers. Social media will continue to be a driving force in how consumers gather information about the dairy business. We need to be ready and use some of these tools to our advantage. Dairy producers today still hold a relatively high level of consumer confidence and we need to use that asset to our advantage by telling our story.</p>
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ 2003 Wisconsin Jaycees Outstanding Young Farmer "Speak up for Ag" winner
What else should dairy producers in your area know about you?	<p>Demonstrating leadership is an important part of Wisconsin's dairy industry. It is our belief at Majestic Meadows Dairy to be involved and serve when appropriate. I have had the opportunity to serve on the Professional Dairy Producers of Wisconsin (PDPW) board of directors for six years and serving on the executive committee 5 of the 6 years cumulating in the role of President. During this time I was appointed to a position on the Wisconsin Beef Council for 6 years in an effort to educate consumers about beef and that dairy producers are also producers of beef. In 2006, the opportunity was there to serve as Sheboygan County Farm Technology Days Publicity chair. Also, I was able to serve on the Wisconsin Farm Bureau's 2007 Farm Bill Task Force that ended with a trip to Washington DC.</p> <p>The dairy business is constantly changing and we need proactive leadership in places that can help make a difference. I have had the opportunity through PDDW to serve on the National Dairy Animal Well Being Initiative, which includes a group of stakeholders throughout the dairy industry. Through these experiences, I was better able to understand what the consumers were wanting. This taught me what dairy producers need to be doing in order to validate the care of our animals. This process lead Majestic Meadows Dairy to become one of the first in the country to be Validus Animal Welfare Certified.</p>



Judy Wubbenhorst
 Wubbenhorst Farms
 E7999 East Smith Road
 Westby, WI 54667
 Residence: Vernon County

Candidate Biography

District 21 (Crawford, Vernon)

[Return to Top](#)

Spouse/Children	Spouse – Widowed Children – Gail, Grady and Gregg
When did you begin dairy farming?	1988
How many cows do you milk?	65 milk cows, 70+ heifers
Breed(s)	Registered Holsteins
Where do you ship your milk?	Foremost Farms USA
How many acres do you farm?	200
What crops, if any?	Alfalfa and corn
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Treasurer Vernon County Holstein Association ▪ Vernon County Dairy Promotion Committee ▪ Director Wisconsin Milk Marketing Board ▪ Member of the State and National Holstein Associations ▪ Member of our Saviors Lutheran Church –Westby
Why do you want to serve on the WMMB Board?	I would like to serve on the Board because I believe in our dairy business and believe we must promote our product, milk. I was appointed to complete my husband's term in 2006 and reelected in 2007. Promotion of dairy products (conventional or organic) is very important to our business. We need to get the word out to consumers about our great products. Advertising - recipes - news articles are all great ways to get the word out!
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ 2006 Vernon Co. Farm Family of the year ▪ Quality Awards from Golden Guernsey and Foremost Farms ▪ Production Awards for Vernon/Crawford County DHIA ▪ 1997 Vernon County Friend of the Fair
What else should dairy producers in your area know about you?	<p>I make all the business decisions for the farm. I am a Farm Income Tax Preparer and have a business located in Westby.</p> <p>I was born and raised on the family farm. Dairy has always been my passion. I milked cows with my dad as soon as I could lift the milkers. I love the farm and dairy is the best part of farming. We must promote our product and way of life. It is the best.</p>



Tina Hinchley
 Hinchley's Dairy Farm
 2844 Hwy. 73
 Cambridge, WI 53523
 Residence: Dane County

Candidate Biography

District 24 (Dane, Jefferson)

[Return to Top](#)

Spouse/Children	Spouse – Duane Children - Curtis, Spencer, Anna and Catherine
When did you begin dairy farming?	When did you begin dairy farming? Many years ago when I was college, I worked on a small dairy farm and fell in love with farming. I began milking cows full time when I married my husband, Duane Hinchley, in 1996. Today we farm side by side, and purchased the family farm in the year 2000.
How many cows do you milk?	100 purebred Holsteins
Breed(s)	We have all black and white registered Holsteins
Where do you ship your milk?	Dean Foods
How many acres do you farm?	As of this spring, we are farming 2,300 acres of cropland (1,100 owned and 1,200 rented).
What crops, if any?	We grow corn, soybeans, winter wheat, alfalfa, pumpkins, and a small plot of vegetables for u-pick produce.
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ United Co-op ▪ Farmers Union ▪ Agsource ▪ Genex ▪ Cambridge FFA Alumni ▪ Cambridge 4-H as a leader
Why do you want to serve on the WMMB Board?	I would like to serve on the WMMB because I am very excited about the future of the Dairy Industry. I look forward to the growth of milk sales through new and exciting products. I would like to participate in the “brainstorming” of new ideas to attract new milk drinkers of all ages. I would love to see consumer’s ideas and needs met with products that attract the whole family and become a favorite healthy drink, snack or ingredient in their meal preparation. I believe that MILK should be the number one choice when asked “What do you want to drink?” I would like to help make that happen.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ I was interviewed by Brava magazine in their encore edition 2007-2008 for A Day In The Life of... (a farm woman). ▪ Throughout the years of hosting tours and events on our farm, we have been in the media annually. The last event was the Dane County Dairy Breakfast in June of 2009. ▪ We have received many Favorite Field Trip Awards from local schools and groups.
What else should dairy producers in your area know about you?	<p>PROMOTING DAIRY FARMING THROUGH FARM TOURS.</p> <p>Shortly after becoming a dairy farmer, I began seeing a change and growing interest in the public’s opinion regarding food production and farming. In 1997, we opened our farm to thousands of visitors annually, I have taken a “pro-active” step to educate others in an “up close” environment. Visitors can experience our world of farming by walking throughout our farm to see how we milk, raise and care for our cows. I have been able to explain why we do what we do as farmers, and in turn have seen a growing attitude of appreciation towards farming and our rural lifestyle. Promoting the dairy industry has made me a better farmer, and more aware of the general public’s thoughts and fears. To be able to communicate and correct misinformation is easy, and it is the right thing to do.</p> <p>We host farm tours daily April through October.</p>