



# STATE OF WISCONSIN *ETHICS BOARD*

James R. Morgan  
Chairman  
Paul M. Holzem  
David L. McRoberts  
Joanne R. Orr  
Dorothy C. Johnson

On the capitol square at:  
44 EAST MIFFLIN STREET, STE 601  
MADISON, WISCONSIN 53703-2800  
phone: 608/266-8123  
fax: 608/264-9319  
ethics@ethics.state.wi.us  
http://ethics.state.wi.us

Roth Judd  
Director

**Nominee:** Rod Nilsestuen  
**Position:** Secretary,  
Ag. Trade & Cons. Prot., Dept. of

### Statutory Reference:

15.13 Department of agriculture, trade and consumer protection; creation. There is created a department of agriculture, trade and consumer protection under the direction and supervision of the board of agriculture, trade and consumer protection. The board shall consist of 7 members with an agricultural background and 2 members who are consumer representatives, appointed for staggered 6-year terms. Appointments to the board shall be made without regard to party affiliation, residence or interest in any special organized group.

15.05 Secretaries. (1) SELECTION \* \* \*  
(d) The secretary of agriculture, trade and consumer protection shall be nominated by the governor, and with the advice and consent of the senate appointed, to serve at the pleasure of the governor.

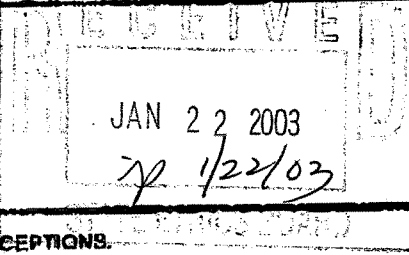
Mail or fax to: Wisconsin Ethics Board, 44 E. Mifflin St., Suite 601, Madison, WI 53703-2800; Fax: (608) 264-9319

# Statement of Economic Interests

Filed in 2003 for calendar year 2002

Name: Nilstestuen, Rod

State position: (held or sought) Ag. Trade & Cons. Prot., Dept. of Secretary



SEE INSTRUCTIONS FOR EXPLANATION AND EXCEPTIONS.

Questions about completing this form? Call (608) 266-8115 • Other inquiries (608) 266-8123 • Attach additional pages as needed

## Part A

As of December 31, 2002

1. List STOCKS, BONDS, limited partnerships, Wisconsin governmental securities, and mutual and money market funds you or your family held (minimum \$5,000).

Name of security	Type of security - <input type="checkbox"/> one					Amount - <input type="checkbox"/> one	
	stock/ option/ futures	bond	limited partnership	Wisconsin governmental security	mutual or money mkt fund	\$50,000 or less	More than \$50,000
SEE ATTACHED LIST							

2. List BUSINESSES and INCOME-PRODUCING REAL ESTATE in which you or your family had a 10% or greater ownership interest.

Name of business (if any) or business activity, or address of real estate	Municipality	State	If real estate, list County	Describe nature of business
LAND CONTRACT - FARM TRANSFER (1/4 INTEREST)	TOWN OF ARCADIA	WI	TREMPEALEAU	FAMILY FARM

a) For each general partnership or non-Wisconsin entity you listed in Item #2, list the GENERAL PARTNERS or the OFFICERS and DIRECTORS.

Business	Partners, or officers and directors	City	State

b) For each enterprise you listed in Item #2 that is an unincorporated business, a subchapter S corporation, a service corporation (SC), a limited liability company (LLC), a partnership, or income-producing real estate, list BUSINESSES, ORGANIZATIONS, and any LOBBYISTS that were CUSTOMERS, CLIENTS, or TENANTS that paid the enterprise \$1,000 or more in calendar year 2002.

Businesses, organizations, lobbyists that were customers, clients, or tenants	City	State

3. List the specific location of WISCONSIN REAL ESTATE in which you or your family had an interest (except your principal residence and real estate whose location you listed in Item 2).

LOCATION OF PROPERTY			NATURE OF INTEREST (own, lease, option, easement, land contract)
Street address or tire number	Municipality	County	
13802/54 SOUTH ST LOT 1	DEFOREST	DANE	LAND CONTRACT

4. List ORGANIZATIONS of which you or a family member was an OFFICER or DIRECTOR.

Business or organization	City	State	Position
WI FEDERATION OF COOPERATIVES	MADISON	WI	PRESIDENT/CEO
COOPERATIVE DEVELOPMENT SERVICES	MADISON	WI	SECRETARY, BOARD OF DIRECTORS
COOPERATIVE FOUNDATION	ST PAUL	MN	TRUSTEE, BOARD OF DIRECTORS
NATIONAL COOP BUSINESS ASSN	WASHINGTON	DC	BOARD OF DIRECTORS

5. List ORGANIZATIONS THAT AUTHORIZED YOU OR A FAMILY MEMBER TO REPRESENT THEM in their dealings with others as an attorney-at-law, agent, spokesperson, or representative (unless listed in item 4 or 7).

Business or organization	City	State

6. List CREDITORS to which you or your family owed \$5,000 or more.

Creditor	City	State	Amount	
			\$50,000 or less	More than \$50,000
M&I BANK	MADISON	WI	✓	
NELNET	ST. PAUL	MN	✓	
DOROTHY DODDS	WILLSBORO	NY	✓	
HEARTLAND CREDIT UNION	MADISON	WI	✓	

7. Changes to reportable interests this year. See Instructions.

**Part B For calendar year 2002**

B. List your and your family's EMPLOYERS (\$1,000 or more of income) in 2002.

Name of employer (If State of Wisconsin, identify agency or institution)	City	State	Nature of employer's business
STATE OF WISCONSIN - DATCP	MADISON	WI	SECRETARY <i>e Deleted per files</i>
Wisconsin Federation of Cooperatives	Madison	WI	trade association
DeForest Area School District	DeForest	WI	education
Heartland Credit Union	Madison	WI	credit union
Todd Sobrasak	Cottage Grove	WI	construction

9. List OTHER SOURCES from which you or your family received INCOME of \$1,000 or more in 2002.

Source of income	City	State

10. List individuals and organizations that provided you with ENTERTAINMENT or GIFTS (more than \$50) in 2002.

Name of provider	City	State

11. List, for 2002, sources of HONORARIA and payment of EXPENSES related to your state government duties (more than \$50) not previously reported to the Ethics Board.

Payer	Approximate value of expenses	Amount of honorarium	Circumstances of receipt

I have read the accompanying instructions and certify that the information contained in this Statement of Economic Interests is true, complete, and correct to the best of my knowledge, information, and belief. If any part has been left blank, I have done so intentionally because there is nothing to report.

Signature of person filing: *Rod Nilsestuen*  
 Date: 1/22/03  
 Daytime phone #: 608-224-5015  
 E-mail address: ROD.NILSESTUEN@DATCP.STATE.WI.US

The information sought in this form is required by §§19.43 and 19.44, Wisconsin Statutes. Failure to file a completed form may result in a forfeiture of up to \$500. Statements of Economic Interests are open for public inspection. The Ethics Board will notify you of the identity of any person who examines your Statement. In accordance with §15.04(1)(m), Wisconsin Statutes, the Ethics Board states that no personally identifiable information is likely to be used for purposes other than those for which it is collected.

Part A

1. Stocks Bonds, etc

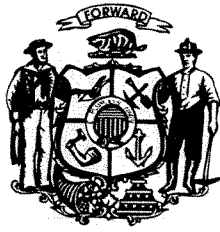
Name of Security	Type	Amount
Avaya	stock	50,000 or less
Bristol Myers Squibb Co		
Cisco Sys. Inc		
Coca Cola Co Com		
General Electric Co		
Home Depot Inc		
Intel Corp		
J.P. Morgan Chase & Co		
Johnson Johnson Co		
Kelco Corp		
Microsoft Corp		
Pfizer Inc		
Sun Microsystems Inc		
Tyco Intl LTD New		
Walgreen Co		
Zimmer Holdings Inc		

Puerto Rico Comm BFD PUB	Bonds	Under 50,000
Wisconsin GO C/A		

Euro Pac Growth FD SBT	Mutual Fund	Under 50,000
Growth Fund of Amer		
John Hancock Regional Bal Fnd		

STATE OF WISCONSIN

JIM DOYLE  
GOVERNOR



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January 6, 2003

Mr. Rod Nilsestuen  
329 South Street  
DeForest, WI 53532

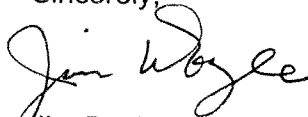
Dear Rod:

I am pleased to appoint you as Secretary of the Department of Agriculture, Trade and Consumer Protection effective January 6, 2003. Your experience, knowledge, and dedication will be a true asset to my administration and a great benefit to the people of Wisconsin.

Your salary will be \$105,000 annually and assigned to Executive Salary Group 6. This is an unclassified position serving at the pleasure of the Governor.

It is a new day for Wisconsin! I look forward to working with you to find creative ways of delivering services and implementing positive change for the citizens of our state.

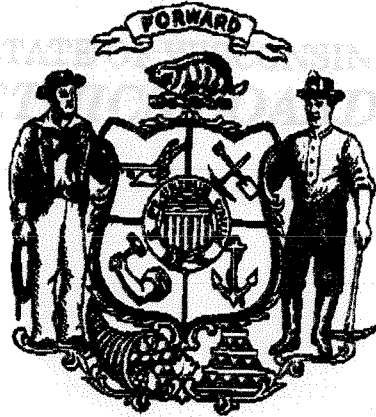
Sincerely,

  
Jim Doyle  
Governor

cc: Susan Goodwin  
Georgia Pedracine, HR Director, DATCP



Arthur R. Morgan  
Chairman  
Paul M. Holcom  
David L. McPherson  
Joseph R. Orr  
Gorday C. Johnson



In the month of January, 1903,  
at EAST NEW YORK, in the County of  
WARREN, the following persons were  
present, to-wit:  
John O'Brien, Clerk  
John O'Brien, Secretary  
John O'Brien, Secretary

Nominee:

Rod Nilsestuen **Senate Chief Clerk**

Position:

Secretary,  
Ag. Trade & Cons. Prot. Dept. of

Statutory Reference:

Please Deliver To: John O'Brien

From: Sarah Burhop

Total Number of Pages: 5

Message:

16.05 Secretaries (1) SELECTION  
(a) The secretary of agriculture, trade and consumer protection  
shall be nominated by the governor, and with the advice and  
consent of the senate appointed, to serve at the pleasure of the  
governor.

Good evening Senator Schultz - John asked me to e-mail this to you for  
your hearing tomorrow.

This is the Statement of Economic Interest for Rod Nilsestuen

Thank you

Sarah Burhop - Senate Chief Clerk's office

1/22/03  
SENATE COMMITTEE ON AGRICULTURE, FINANCIAL INSTITUTIONS AND  
INSURANCE: Senators Schultz (Chair), Brown, Kadane, Rubano, and Nilsestuen

If there is a problem with this FAX, please call: 608 / 266-1803: FAX 608 / 266-0643



# STATE OF WISCONSIN **ETHICS BOARD**

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Roth Judd  
Director

**Nominee:** Rod Nilsestuen  
**Position:** Secretary,  
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**Statutory Reference:**

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1/22/03  
SENATE COMMITTEE ON AGRICULTURE, FINANCIAL INSTITUTIONS AND INSURANCE: Senators Schultz (Chair), Brown, Kedzie, Robson, and Hansen

Mail or fax to: Wisconsin Ethics Board, 44 E. Mifflin St., Suite 601, Madison, WI 53703-2800; Fax: (608) 264-9319

# Statement of Economic Interests

Filed in 2003 for calendar year 2002

Name: **Nilsestuen, Rod**  
 State position: **Ag. Trade & Cons. Prot., Dept. of Secretary**  
 (held or sought)

JAN 22 2003  
 70 1/22/03

SEE INSTRUCTIONS FOR EXPLANATION AND EXCEPTIONS.

Questions about completing this form? Call (608) 266-8115 • Other inquiries (608) 266-4123 • Attach additional pages as needed

## Part A

As of December 31, 2002

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SEE ATTACHED LIST							

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Name of business (if any) or business activity, or address of real estate	Municipality	State	If real estate, list County	Describe nature of business
LAND CONTRACT - FARM TRANSFER (1/4 INTEREST)	TOWN OF BRADLEY	WI	TREMPEALEAU	FAMILY FARM

a) For each general partnership or non-Wisconsin entity you listed in Item #2, list the GENERAL PARTNERS or the OFFICERS and DIRECTORS.

Business	Partners, or officers and directors	City	State

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LOCATION OF PROPERTY			NATURE OF INTEREST (own, lease, option, easement, land contract)
Street address or tire number	Municipality	County	
13802/50 South ST LOT	DEFOREST	DAVE	LAND CONTRACT



4. List ORGANIZATIONS of which you or a family member was an OFFICER or DIRECTOR.

Business or organization	City	State	Position
WI FEDERATION OF COOPERATIVES	MADISON	WI	PRESIDENT-CEO
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NATIONAL COOP BUSINESS ASSN	WASHINGTON	DC	BOARD OF DIRECTORS

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Business or organization	City	State

6. List CREDITORS to which you or your family owed \$8,000 or more.

Creditor	City	State	Type of debt	
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M&I BANK	MADISON	WI	✓	
NELNET	ST. PAUL	MN	✓	
DOROTHY DODDS	WILLSBORO	NY	✓	
HEARTLAND CREDIT UNION	MADISON	WI	✓	

7. Changes to reportable interests this year. See instructions.

Part B

For calendar year 2002

8. List your and your family's EMPLOYERS (\$1,000 or more of income) in 2002.

Name of employer (If State of Wisconsin, identify agency or institution)	City	State	Nature of employer's business
<del>State of Wisconsin - DWP</del>	<del>Madison</del>	<del>WI</del>	<del>Secretary - Deleted per filing</del>
Wisconsin Federation of Cooperatives	Madison	WI	trade association
DeForest Area School District	DeForest	WI	education
Heartland Credit Union	Madison	WI	credit union
Todd Selcarsek	Cottage Grove	WI	construction

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I have read the accompanying instructions and certify that the information contained in this Statement of Economic Interests is true, complete, and correct to the best of my knowledge, information, and belief. If any part has been left blank, I have done so intentionally because there is nothing to report.

Signature of person filing: [Signature] Date: 1/22/03 Daytime phone # 608-224-5015  
 E-mail address: ROD.WILSESTHEAN@DATOR.STATE.WI.US

The information sought in this form is required by §§19.43 and 19.44, Wisconsin Statutes. Failure to file a completed form may result in a forfeiture of up to \$500. Statements of Economic Interests are open for public inspection. The Ethics Board will notify you of the identity of any person who examines your Statement. In accordance with §15.04(1)(m), Wisconsin Statutes, the Ethics Board states that no personally identifiable information is likely to be used for purposes other than those for which it is collected.

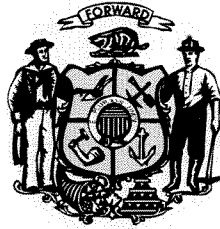
Part A

1. Stocks, Bonds, etc

Name of Security	Type	Amount
Avaya	stock	50,000 or less
Bristol Myers Squibb Co		
Cisco Sys. Inc		
Coca Cola Co Com		
General Electric Co		
Home Depot Inc		
Intel Corp		
J.P. Morgan Chase & Co		
Johnson & Johnson Co		
Kelco Corp		
Microsoft Corp		
Pfizer Inc		
Sun Microsystems Inc		
Tyco Intl LTD New		
Walgreen Co		
Zimmer Holdings Inc		
Puerto Rico Comm Bnd MVA	Bonds	Under 50,000
Wisconsin GO B/A		
Euro Pac Growth FD SRT	Mutual Fund	Under 50,000
Growth Fund of Amer		
John Hancock Regional Bk/Gr		

STATE OF WISCONSIN

JIM DOYLE  
GOVERNOR



January 10, 2003

To the Honorable, the Senate:

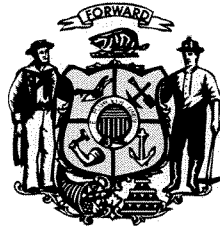
I am pleased to nominate and with the advice and consent of the Senate, do appoint Rod Nilsestuen to be Secretary of the Department of Agriculture, Trade & Consumer Protection to serve at the pleasure of Governor.

Secretary Nilsestuen will be available to the Senate for hearings and my staff will assist in any way they can.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "J Doyle".

JIM DOYLE  
Governor



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**GOVERNOR'S APPOINTMENT**

**NAME/MAILING ADDRESS:** Rod Nilsestuen  
329 South Street  
DeForest, WI 53532

**E-MAIL ADDRESS:** rod.nilsestuen@datcp.state.wi.us

**RESIDES IN:** DeForest, WI

**TELEPHONE:** (608) 224-5015  
(608) 846-3873

**OCCUPATION:** Secretary  
Department of Agriculture, Trade & Consumer Protection

**APPOINTED TO:** Secretary of the Department of Agriculture, Trade & Consumer  
Protection

**TERM:** A term to expire at the Pleasure of Governor

**SUCCEEDS:** James E. Harsdorf

**SENATE CONFIRMATION:** Yes

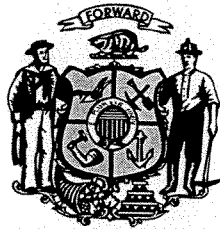
**DATE OF APPOINTMENT:** January 6, 2003

**DATE OF NOMINATION:** January 6, 2003

**COMPENSATION:** \$105,000

STATE OF WISCONSIN

JAMES E. DOYLE  
GOVERNOR



January 6, 2003

Mr. Rod Nilstestuen  
329 South Street  
DeForest, WI 53532

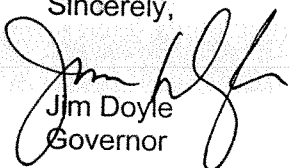
Dear Rod,

I am pleased to appoint you as Secretary of Department of Agriculture, Trade and Consumer Protection, effective January 6, 2003. Your experience, knowledge, and dedication will be a true asset to my administration and a benefit to the people of Wisconsin.

Your salary will be \$100,000 annually and assigned to Executive Salary Group 6. This is an unclassified position serving at the pleasure of the Governor.

It is a new day for Wisconsin! I look forward to working with you to find creative ways of delivering services and implementing positive change for the citizens of our state.


Sincerely,

  
Jim Doyle  
Governor







Cc: Susan Goodwin  
Georgia Pedracine, HR Director, DATCP

329 South St., DeForest, Wis.  
608/846-3873 or 608/258-4400


# Rod Nilsestuen

 Key Strengths and Skills

 Major Career Accomplishments

-  Legislative Accomplishments
-  Other Significant Initiatives and Accomplishments
-  Policy Boards
-  Advisory Groups
-  Association and Program Accomplishments
-  Communications

 Previous Professional Experience and Awards

 Educational and Personal Background

 References

 Presentations



## Key Strengths and Skills

- Demonstrated record of cooperative leadership at state, regional and national levels.
- Articulate and effective advocate for the cooperative form of doing business.
- Twenty years of experience leading a complex, multi-sector, full-service cooperative trade association.
- Proven ability to attract top quality professional staff and mold into a highly effective team with high energy, dedication, loyalty and low turn-over.
- Creativity . . . demonstrated capacity in many circumstances and to advance creative and effective solutions.
- Extensive government affairs, legislative and political experience. (i.e. know how the system works and how co-ops can be effective in it).
- High energy, high productivity.
- Program builder, organizational entrepreneur. . . proven record in building top-shelf association and services.
- National network of cooperative, government, industry and educational leaders and knowledge of how to use it.
- Core belief in cooperatives and cooperation as important tools for meeting the needs of ordinary people here and around the world.
- Staying power and commitment . . . demonstrated tenacious capacity to “hang in there” and get results no matter how long or steep the road (e.g. roles with the National Rural Cooperative Development Task Force, the Upper Midwest Dairy Coalition; process of unification of WECA and WFC; service on/dedication to NCBA, Cooperative Foundation and Cooperative Development Services).
- In-depth understanding of cooperative development—what works and what doesn't.
- Long commitment to cooperative education and its vital role, and experience in building and managing cooperative education programs.
- Reputation for integrity, honesty and fairness.
- Dedication to NCBA, its mission and members, and knowledge of its programs, people and potential.



## Major Career Accomplishments

### Cross-section Sample of Legislative Accomplishments

- Spearheaded overhaul of Chapter 96, Wisconsin Agriculture Marketing Act, which directly led to establishment of viable commodity orders for major Wisconsin commodities.
- First major update and amendment of Chapter 185, the Wisconsin Cooperative Statute, in 30 years.
- Creation of Wisconsin Cooperative Development Council, first-of-its-kind model for new cooperative development.
- Initiated legislation creating an agri-chemical cleanup fund, a major statute providing farm supply co-ops the ability to afford mandatory site remediation.
- Worked with state regulators and legislators to develop a stray voltage policy that was fair to farmers without harming the interests of rural electric cooperators.
- Partnered with Wisconsin Credit Union League in legislation which modernized the state credit union statute, over strong banker opposition.
- Helped successfully pass major legislation to secure the reliability of Wisconsin's electricity supply and slow the drive for immediate, radical deregulation of the electric industry.
- Overhaul and restructuring of PECFA (petroleum environmental clean-up fund account), a program of over \$500 million in identified projects of major significance to Wisconsin cooperatives.
- Persisted, despite numerous setbacks, in securing successful enactment of authorization and appropriations for a national network of cooperative centers.

### Other Significant Initiatives and Accomplishments

- Played pivotal role in the creation and establishment of the Wisconsin Milk Marketing Board (WMMB), a major dairy promotional program which has raised \$350 million since its inception and has become one of the nation's premier state-based commodity programs. Interim manager during its first six months of existence.
- Provided leadership to the National Rural Cooperative Development Task Force, a national coalition of cooperatives from all sectors, dedicated to rebuilding the capacity for cooperative development. The task force was successful in securing the first major new cooperative development legislation in many years, resulting in establishment of eleven co-op centers across the nation and dozens of new cooperative projects.

• Midwest Dairy Coalition — NFC established  
 & stopped





## Major Career Accomplishments

- Active member of establishment committee which founded the Wisconsin Rural Leadership Program.
- Chaired Board of Directors Structures Committee of the Cooperative League of the United States, which developed a new board, assembly, staff and membership structure for this national organization.
- Conceptualized development of a permanent Rural Development Council as the central rural development recommendation of the Governor's Commission on Agriculture, to ensure a stronger rural component in the state's development program and budget.
- Provided initial leadership in development of Wisconsin Dairy 2020, the state's program to bring together a broad cross-section of the dairy industry to focus on bettering its economic and political environment.
- Chaired committee which led the complete reorganization of the Cooperative Foundation, resulting in a change in management, board composition, and program scope and priorities.

### Policy Boards Served On—Past and Present

- ✓ Council on Agricultural Research, Extension and Teaching, president and founding member (1961-69)
- ✓ Wisconsin Rural Leadership Program, board and founding member
- National Cooperative Business Association, board member, board chair, officer, member of executive, finance, personnel and numerous NCBA committees and offices
- National Council of Farmer Cooperatives
- American Institute of Cooperation
- Association of Cooperative Educators, vice president
- Federated Youth Foundation, president
- ✓ Cooperative Foundation, chair
  - Cooperative League Fund
  - Cooperative Development Foundation, executive committee
  - A Wisconsin African Relief Effort (AWARE)
  - Governor's Council on Rural Affairs and Community Development
- ✓ Wisconsin Rural Leadership Program
  - National Conference of State Co-op Councils, president

## Major Career Accomplishments

### Advisory Groups—Past and Present

- Governor's Commission on Agriculture
  - Dean Search and Screen Committee, College of Agricultural and Life Sciences, UW—Madison
  - Agricultural Task Force, Strategic Development Commission Advisory Committee, College of Agriculture, University of Wisconsin-River Falls, president
  - Headed US cooperative delegation to ICA (International Cooperative Alliance), Madrid, Spain
  - State Superintendent's Advisory Committee on Agriculture/Agri-Business Education
  - International Cooperative Study Tour to El Salvador and Nicaragua
  - Animal Health Advisory Committee, Wisconsin Department of Ag, Trade and Consumer Protection
  - External Review Committee, UW Extension
  - External Review Committee for University Center for Cooperatives, University of Wisconsin-Madison
  - Judicial Elections and Ethics Committee, Judicial Reform Council appointed by Chief Justice, Wisconsin Supreme Court
  - Personnel Search and Screening Committee, University Center for Cooperatives, University of Wisconsin-Madison
  - Governor's Advisory Council on International Trade
  - Governor's Reliability Assessment Task Force
  - Member of numerous other cooperative, university, agricultural and agency advisory panels and committees

### Association and Program Accomplishments

- Led the unification of the Federation with the Wisconsin Electric Cooperative Association, which nearly doubled WFC's staff and budget, providing a staff of 20 and a \$2.9 million annual operating budget and stronger programs for what is now widely regarded as the nation's strongest state cooperative association.
- Establishment of the Upper Midwest Dairy Coalition, the broadest and most coordinated effort by the region to provide more equitable dairy policy reform across the nation. The coalition is respected nationally as the voice of the Midwest on federal dairy policy.



## Major Career Accomplishments

- Creation of Cooperative Development Services, which has served as the model for co-op centers nationwide. CDS, which has done over 500 co-op development projects, now has a staff of 10, a budget of \$1 million and serves a three-state core territory (Wisconsin, Minnesota and Iowa), as well as nationwide in selected areas.
- Provided necessary leadership in the formation and success of coalitions to effect debate over restructuring and mergers in the electric utility industry. The result of these coalitions has been to defeat the formation of Primergy, the merger of two utilities that raised serious market power questions, and the adoption of a slower, more careful approach to restructuring of the electric industry.
- Established first-of-its-kind partnership between a state credit union league and a state co-op council to form a unified government affairs program to multiply the lobbying and public affairs effectiveness of both credit unions and co-ops.
- Establishment of a strong government affairs program, well-respected as the united voice for all Wisconsin cooperative sectors, utilizing a legislative strategy that emphasizes coalition building and direct member involvement.
- Establishment of WFC's Environmental and Safety Services program, a self-supporting environmental compliance program for farm supply and rural electric cooperatives which has helped members save millions of dollars in cleanup and environmental costs.
- Development of the Dairy Marketing Initiative, a regional effort of dairy cooperatives to bring focus to opportunities for joint marketing and other activities. This four-year initiative gave rise to the Dairy Marketing Information Association, which is in its fifth year of providing an opportunity for dairy marketing cooperatives to exchange market information on cheese and dry whey products, rather than rely on questionable information from outside sources.
- Key in the establishment of the Center for Dairy Profitability, which provides economic and management information and education of direct value to producers.
- Strengthened partnership in educational programs with University of Wisconsin Center for Cooperatives, resulting in greater efficiencies and more effective programs.
- Ability to attract, manage and retain a team of quality, highly skilled professional staff, respected in their fields of expertise and dedicated to the cooperative way of doing business.



## Major Career Accomplishments

- Provided for growth in organizational budget through innovative and creative income-generating project and programs, not tied to traditional dues sources. Dues to non-dues ratio improved from 80/20 to 46/54.
- Major commitment to and leadership in communications, thus lending strength and credibility to the cooperative message, both in word and action. *Communications samples and highlights follow this section.*



## Previous Professional Experience and Awards

### Previous Career History

- 1974-1978 Home Secretary for Congressman Al Baldus  
Responsible for hiring and overall administration and direction of Congressional district staff of eight within three district offices in a 300 mile long Congressional district. Spokesman with public and press for Congressman when not in the district.
- 1974 Attorney with Kostner, Ward, Galstad and Koslo, Arcadia, Wisconsin
- 1972-73 President and Executive Director, United Council of University of Wisconsin Student Governments  
Represented student interests for this statewide student federation before the State Legislature, Board of Regents and Central Administration of the University and other state agencies. Reorganized structure of the federation and revamped its staff; increased member schools from six with 56,000 students to ten schools with 110,000 students; put organization on firm financial basis; instituted statewide student group insurance plan; achieved major lobbying goals with Legislature.

### Honors and Awards

- Honored Cooperator, Lifetime Member NCBA
- Wisconsin Distinguished Agriculturist, University of Wisconsin-River Falls ('95)
- Cooperative Innovation Award, Consumer Cooperative Management Association ('88)
- Honorary Recognition, College of Agricultural and Life Sciences, University of Wisconsin-Madison ('96)
- Friend of Extension, University of Wisconsin Extension ('88)
- Friend of the School of Agriculture, University of Wisconsin-Platteville ('95)
- Service Award, National Conference of State Cooperative Councils ('87)
- Director Appreciation Award, Federated Youth Foundation ('91)
- Friend of DHI Award, Wisconsin Dairy Herd Improvement Cooperative ('91)
- Friend of the County Agent for Exceptional Service, Wisconsin County Agent Association ('87)
- Eagle Award for meritorious service to agriculture and cooperatives by St. Paul Bank for Cooperatives and PCAs of Wisconsin
- Distinguished Alumnus Director, Zeta Sigma of Theta Chi Fraternity Alumni



## Previous Professional Experience and Awards

### Memberships

- Wilderness Society
- Norway Grove Memorial Lutheran Church
- Soil Conservation Society of America
- Wisconsin Bar Association
- Friends of Channel 21
- Friends of Public Radio
- American Farmland Trust
- CARE
- Habitat for Humanity



## Educational and Personal Background

### Educational Background—Post-graduate

- J.D., Law School of University of Wisconsin-Madison – 1970-74
- Educational Administration (15 credits), Department of Educational Administration, University of Wisconsin-Madison, 1971-72

*bs. Pol. Sc. - UW - River Falls - 1970*

### Personal Data

- Date of Birth – July 1, 1948
- Marital Status – Married, October 10, 1970
- Children – Joel (20), Mark (18), Ryan (14)

Spouse – Carol is presently a regular substitute teacher at De Forest Middle School, a very engaged mom and an active leader in numerous church, civic and community activities.