

# Dairy Farmers of Wisconsin 2021 Director Elections Candidate Biographies

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The Wisconsin Department of Agriculture, Trade and Consumer Protection announced the following candidates of the 2021 Dairy Farmers of Wisconsin director elections held May 1- 22 in eight of the state's 25 districts.

Please reach out to Debbie Gegare, DATCP, with any questions about elections or ballots: [Debbie.Gegare@wisconsin.gov](mailto:Debbie.Gegare@wisconsin.gov); 608-224-5116

Click a name below to view the biography of each district's candidate(s) or scroll down to view all candidates:



## District 2 (Florence, Forest, Langlade, Marinette, Oconto, Vilas )

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## District 5 (Dunn, St. Croix)

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## District 23 (Iowa, Lafayette)

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**Connie M. Seefeldt**  
 N1554 Behnke School Road  
 Coleman, WI 54112  
 Residence: Marinette County

## Director Biography

**District 2 (Florence, Forest, Langlade, Marinette, Oconto, Vilas)**

<b>Spouse/Children</b>	Spouse: James R.   Children: Ken (Lisa), Tim (Paula), Ellen (Joe) Liptak, Ben (Jenny)
<b>When did you begin dairy farming?</b>	1972
<b>How many cows do you milk?</b>	120
<b>Breed(s)</b>	Holstein, Swiss, Jersey, Red & Whites
<b>Where do you ship your milk?</b>	Michigan Milk Producers
<b>Others actively involved in operation:</b>	1994
<b>How many acres do you farm? Other farm facts:</b>	500 acres farm land, 120 young stock, beef cattle etc.
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ Dairy Management Inc.</li> <li>▪ National Dairy Board</li> <li>▪ Farm Bureau</li> <li>▪ Marinette County Promotions</li> </ul>
<b>Community involvement</b>	<ul style="list-style-type: none"> <li>▪ Marinette County Group Home</li> <li>▪ Marinette County Supervisor</li> <li>▪ St John Lutheran Choir</li> </ul>
<b>Why do you want to serve on the WMMB Board?</b>	<p>As a long serving farmer on this board, I have seen the changes to Agriculture and farming, and the need to grow and change. Likewise in Promotion, Education &amp; Research! If I can contribute in any way, I feel it is my responsibility and honor! I always ask questions, and look for honesty &amp; fairness. Our product is one of the most healthy, nutrient dense foods available, we need to share that &amp; our sustainability practices with consumers. In doing so we build lifelong supporters! I am passionate about what we do on our farms, and farming in general, so this is why I would be honored to serve on Dairy Farmers Of Wisconsin Board!</p>
<b>What else should dairy producers in your area know about you?</b>	<p>We have 10 Grandchildren, and at one time or another they have all helped on the farm! Growing up and experiencing this life is an important step in their lives. I am involved in Church activities, and am President of our Group Home that serves people in need. We are currently in the process of starting a "Recovery Home" in our community. I believe in giving people a second chance and helping them achieve their goals!</p> <p>Sustainability is, and always has been very important to all of us working the land! I'm currently involved in projects to help farmers utilize their resources (namely manure) to be an income contribution, therefore helping our bottom line, while satisfying the consumers interest in "Saving our Planet"!!</p> <p>Again, passion and commitment!</p>



Kay Zwald  
 Bomaz Farms  
 1603 County Road Z  
 Hammond, WI 54015  
 Residence: St. Croix County

## Director Biography

District 5 (Dunn, St. Croix)

<b>Spouse/Children</b>	Spouse: Bob   Children: Nate Zwald, Sarah Jorgenson, Amy Majeski, Annette Schalla, Tom Zwald
<b>When did you begin dairy farming?</b>	1975
<b>How many cows do you milk?</b>	1,400
<b>Breed(s)</b>	Holstein, mostly registered.
<b>Where do you ship your milk?</b>	A.M.P.I.
<b>Others actively involved in operation:</b>	My husband and I farm with our two youngest children and their spouses, Annette and Steve Schalla, and Tom and Ashley Zwald
<b>How many acres do you farm? Other farm facts:</b>	We milk 1400 cows, three times a day, 2,200 acres farm land, 1,200 dairy heifers.
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ UW Discovery Farms- currently Vice President</li> <li>▪ Professional Dairy Producers of Wisconsin Board of Directors 2011-2017, secretary</li> </ul>
<b>Community involvement</b>	I'm serving on the leadership team at our church, First Covenant Church, River Falls, WI
<b>Why do you want to serve on the WMMB Board?</b>	As a dairy farmer, my role has evolved and now I manage over 200 calves on our family farm. Promoting the dairy industry, the health benefits of consuming dairy products, and educating consumers about those benefits are a priority of mine and have been for many years. I greatly enjoy having opportunities to help others better understand how farmers work to care for their animals, land, and also how essential agriculture is to our everyday lives. As a board member I will continue to ensure our checkoff received funds continue to go to the proper places and drive consumer demand for WI dairy products. I'd be honored to serve as a representative on the DFW board.
<b>What else should dairy producers in your area know about you?</b>	I go to meetings prepared, I listen, I'm not afraid to ask questions, and I'm not afraid of change. I have 17 grandchildren and I'm very proud of each of them!

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Randall Koller

E7794 State Road 85  
Mondovi, WI 54755  
Residence: Dunn County

## Director Biography

District 5 (Dunn, St. Croix)

<b>Spouse/Children</b>	Spouse: Carma   Children: Marissa Koller (24) Jon Koller (21)
<b>When did you begin dairy farming?</b>	1982
<b>How many cows do you milk?</b>	40
<b>Breed(s)</b>	Holsteins
<b>Where do you ship your milk?</b>	Dairy Farmers of America, currently delivered to Jim Falls
<b>Others actively involved in operation:</b>	Carma with help from Marissa and Jon
<b>How many acres do you farm? Other farm facts:</b>	295 acres farmed, Corn and beans -cash crops, and raise all replacements of young stock and 25 steers
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ Dairy Farmers of America- board member</li> <li>▪ National Dairy Board/DMI Board- finance committee</li> <li>▪ Pepin County Dairy Promotion Committee-chairman</li> <li>▪ Pepin County Farm Management Club-treasurer</li> </ul>
<b>Community involvement</b>	<ul style="list-style-type: none"> <li>▪ Rock Creek Lutheran Church-past council President, Treasurer and Trustee.</li> <li>▪ Rock Creek Township land use planning committee.</li> <li>▪ Pepin County Dairy Promotion Committee</li> </ul>
<b>Why do you want to serve on the WMMB Board?</b>	<p>I would like to serve on the DFW board because I have had a longtime passion for promoting the dairy industry. My interest in promotion has gone to an even higher level since I had the privilege to serve on the National Dairy Promotion and Research Board.</p> <p>If elected, I would communicate with other farmers in my area by holding roundtable discussions with a small group of farmers, at a location in their area. These are great opportunities to share what is taking place in dairy promotion, share how their checkoff money is being used and most importantly...hear their concerns and questions.</p>
<b>What else should dairy producers in your area know about you?</b>	<p>Besides promoting the dairy industry and it's products great nutritional benefits, I have previously done play-by-play for the local radio station out of Durand for many years.</p> <p>My wife Carma, who is a Physical Therapist for her "real" job, and I like to do a little traveling along with getting out boating on the river. My kids are both still connected to the ag industry, Marissa as an associate credit officer. Jon is an electrician while also owning and renting some land of his own to farm.</p>

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Steven Sternweis  
 Mara-Wood Farms Inc.  
 S1008 Lincoln-Spencer Road  
 Marshfield, WI 54449  
 Residence: Marathon County

## Director Biography

District 8 (Marathon)

<b>Spouse/Children</b>	Spouse: Dolores   Children: Brian (Amy), Adam (Amy), Clint (Jena) , Jackie
<b>When did you begin dairy farming?</b>	1972
<b>How many cows do you milk?</b>	540
<b>Breed(s)</b>	Holsteins
<b>Where do you ship your milk?</b>	Nasonville Dairy, Marshfield
<b>Others actively involved in operation:</b>	Wife Delores and sons Brian and Clint and Clint's wife Jana.
<b>How many acres do you farm? Other farm facts:</b>	1,250 acres, 470 young stock, beef cattle etc.
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ Provision Partners Co-op board since 1996</li> <li>▪ Edge board member for three years</li> <li>▪ Member of Dairy Business Association</li> <li>▪ Member of Professional Dairy Producers of Wisconsin</li> <li>▪ Spencer FFA Alumni</li> </ul>
<b>Community involvement</b>	<ul style="list-style-type: none"> <li>▪ Wisconsin Jaycees State Officer</li> <li>▪ Spencer Jaycees Officer</li> <li>▪ Christ the King church choir, Spencer</li> </ul>
<b>Why do you want to serve on the WMMB Board?</b>	I like to be able to represent the area farmers. We need representation and serving is well worth the time. I learn a lot on this board and enjoy being a voice for the farmers in my area.
<b>What else should dairy producers in your area know about you?</b>	<p>I feel serving on boards and being active in those companies that impact your business is key. Staying informed of business decisions throughout the chain can really impact your farm.</p> <p>I also can't emphasize enough the importance of family. There's no better feeling than carrying on the traditions of the generations that were before you and the responsibilities of carrying those traditions forward for my children and grandchildren.</p>

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Daniel Hinz

501 County Rd M  
Pickett, WI 54964  
Residence: Winnebago  
County

## Director Biography

District 11 (Outagamie, Winnebago)

<b>Spouse/Children</b>	Spouse: Stephanie   Children: Liam and Brylee
<b>When did you begin dairy farming?</b>	1996
<b>How many cows do you milk?</b>	310
<b>Breed(s)</b>	Polled Holsteins
<b>Where do you ship your milk?</b>	Agropur in Weyauwega
<b>Others actively involved in operation:</b>	My Father, wife, employees and kids are starting to be more involved.
<b>How many acres do you farm? Other farm facts:</b>	350 acres farmed, 250 young stock, beef cattle etc.
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ County Farm Bureau Board</li> <li>▪ County Farm Bureau Treasurer/Secretary</li> <li>▪ Genex delegate</li> <li>▪ County Dairy Promotion Chairperson</li> <li>▪ Co Chair for Winnebago Breakfast on the Farm</li> </ul>
<b>Community involvement</b>	I am currently treasurer for our town's volunteer Fire Department as well as an Emergency Medical Responder.
<b>Why do you want to serve on the WMMB Board?</b>	I have a passion for dairy farming and would like to be part of the state board promoting the dairy industry in Wisconsin. All great conversations have cheese mentioned in them.
<b>What else should dairy producers in your area know about you?</b>	During the summer, you can find me and my kids at local asphalt tracks cheering on local young race car drivers.

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Patricia Kling  
 Kling Acres  
 W15307 Wilson Road  
 Taylor, WI 54659  
 Residence: Jackson County

## Director Biography

**District 14 (Jackson, La Crosse, Trempealeau)**

<b>Spouse/Children</b>	Spouse: Steven   Children: Nathan, Sarah, Samuel, Joel
<b>When did you begin dairy farming?</b>	1981
<b>How many cows do you milk?</b>	50
<b>Breed(s)</b>	Holstein and some Jersey and Fleckvieh
<b>Where do you ship your milk?</b>	Westby Creamery Westby, WI
<b>Others actively involved in operation:</b>	
<b>How many acres do you farm? Other farm facts:</b>	290 acres farmed, 75 young stock, beef cattle etc.
<b>Ag-related organizations or affiliations</b>	Jackson Co. Farm Bureau, WI. Women in Agriculture-Northwood's Chapter-Pres., Westby Co-op Creamery, Jackson Co. Dairy Promotion Committee
<b>Community involvement</b>	Taylor Lutheran Church
<b>Why do you want to serve on the WMMB Board?</b>	I want to be a voice representing all farmers in my district. I feel we need to promote our product that all dairy farmers work hard at producing. We have to be proactive in promoting and getting our dairy story told.
<b>What else should dairy producers in your area know about you?</b>	I like to get as much information as I can before making a decision. I will be attentive and unbiased and try to get as much promotion and education as a board can.

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Julie Maurer  
 Soaring Eagle Dairy  
 9007 State Road 42,  
 Newton, WI 53063  
 Residence: Manitowoc  
 County

## Director Biography

District 17 (Calumet, Manitowoc)

<b>Spouse/Children</b>	Children: Hailey, Kelsey
<b>When did you begin dairy farming?</b>	2003
<b>How many cows do you milk?</b>	1,300
<b>Breed(s)</b>	Holsteins
<b>Where do you ship your milk?</b>	Land O Lakes, Keil, WI
<b>Others actively involved in operation:</b>	Parents – Jim and Sandie Fitzgerald Siblings – Kelly Goehring, Stacy Klotz and Nick Fitzgerald
<b>How many acres do you farm? Other farm facts:</b>	2100 acres farmed,
<b>Ag-related organizations or affiliations</b>	Member of Farm Bureau, Professional Dairy Producers of Wisconsin and Dairy Business Association. Serve as Board President of Farm Wisconsin Discovery Center and on the Government Affairs Subcommittee.
<b>Community involvement</b>	Member of St Thomas the Apostle parish where I've served as an adult leader for the OTIS youth group.
<b>Why do you want to serve on the WMMB Board?</b>	Having just reached the end of my first term, I feel I'm in a good place to continue to serve the farmers of Manitowoc and Calumet Counties. The knowledge and familiarity I've gained the past three years will be helpful, allowing me to guide the Dairy Farmers of Wisconsin organization to ensure our checkoff dollars are making a difference for Wisconsin's dairy industry.
<b>What else should dairy producers in your area know about you?</b>	I'm passionate about Wisconsin's dairy industry and would be proud to represent the farmers in District 17 for another three years.

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Sharon Laubscher  
 Laubscher Farms  
 E2064 Hwy. 33  
 Wonewoc, WI 53968  
 Residence: Sauk County

## Director Biography

District 20 (Richland, Sauk)

<b>Spouse/Children</b>	Spouse: David   Children: Dawn Tuschen, Ann Dorn and Dennis Laubscher
<b>When did you begin farming?</b>	1976
<b>How many cows do you milk?</b>	30
<b>Breed(s)</b>	Holstein, Milking Shorthorns and Jerseys
<b>Where do you ship your milk?</b>	Carr Valley Cheese
<b>Others actively involved in operation:</b>	Raise all calves, raise all crops used on farm; 228 acres farmed
<b>How many acres do you farm? Other farm facts:</b>	2007
<b>Ag-related organizations or affiliations</b>	Sauk & Richland promotion groups, served on the Sauk FSA committee, served on Sauk Planning and Zoning committee, both as member.
<b>Community involvement</b>	Church, work at elections, work at local fundraisers
<b>Why do you want to serve on the WMMB Board?</b>	I think it is important to let the consumer know where their milk and cheese comes from and how healthy it is for you, also let our producers know that they are appreciated for all the hard work to produce that milk and cheese.
<b>What else should dairy producers in your area know about you?</b>	<p>We farm on my husband family farm, been in the family for over 135 years. Besides three children we have five grandchildren, maybe someone will continue to farm.</p> <p>Besides the farm I am agent, secretary for local mutual insurance company. I want to thank everyone who has support me in the past and thank you all for what you are doing everyday to put food on the table of consumers. Thank you for your support.</p>

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Jay Stauffacher  
 Highway Dairy Farms  
 16323 Meylor Lane  
 Darlington, WI 53530  
 Residence: Lafayette County

## Director Biography

District 23 (Iowa, Lafayette)

<b>Spouse/Children</b>	Children: Aaron, Eric
<b>When did you begin dairy farming?</b>	1989
<b>How many cows do you milk?</b>	800
<b>Breed(s)</b>	Holsteins
<b>Where do you ship your milk?</b>	Grande Cheese
<b>Others actively involved in operation:</b>	2,500
<b>How many acres do you farm? Other farm facts:</b>	2000
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ Lafayette County Dairy Promotion- President</li> <li>▪ Wisconsin Milk Marketing Board- past chairman, current treasure</li> <li>▪ Lafayette Ag Stewardship Alliance</li> <li>▪ Day at the Dairy Committee</li> <li>▪ Accelerated Genetics delegate</li> <li>▪ Professional Dairy Producers of Wisconsin</li> </ul>
<b>Community involvement</b>	Fayette SnoGoers, Tri County ATV Club
<b>Why do you want to serve on the WMMB Board?</b>	<p>I have always believed in the importance of promoting Wisconsin's dairy products, and that is why I want to maintain my position on the Dairy Farmers of Wisconsin Board. I was first elected in 2000 to represent District 23 and I have been proud to have been a part of many promotional activities and the things that have been accomplished at DFW. Every year we look at different ways to accomplish our mission statement in the most fiscally responsible and efficient manner possible in order to get the best return out of our checkoff dollars. Over the last couple of years we have put more focus on digital advertising and social media sites to reach out to the ever changing consumers of Wisconsin dairy products. This past year has been a challenging one as we can all attest to but as a result of these efforts we were able to adapt more easily to the trends of online ordering of groceries and curbside pickups. I am proud of the efforts that the team at DFW put forth this past year as they had to adapt to the dominance of retail dairy demand from food service; they also worked diligently with grocery stores to get the milk in proper distribution channels so we could eliminate the rationing of fluid milk at stores. Also a new label was produced for Wisconsin Companies to put on the dairy packaging to increase the rate of usage so consumers know they are buying Wisconsin when they are looking for it. The "PROUDLY WISCONSIN CHEESE" reflects Wisconsin's outstanding award-winning cheeses and the dedication to quality of Wisconsin's Dairy Industry. The dairy community has gone through some challenging times recently and together we need to do everything that we can and with continuing efforts to stretch our checkoff dollars to impact the demand for dairy products moving forward. I ask my fellow dairy producers to continue to support me to represent our district so I can continue to work with the promotion of our dairy products and sharing Wisconsin's story of not only our dairy industry but of us as individual farmers so we can have a better economic future for Wisconsin dairy farmers.</p>

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Kyle M. Levetzow  
 Model Dairy Farms  
 5234 County Rd YZ  
 Dodgeville, WI 53533  
 Residence: Iowa County

## Director Biography

District 23 (Iowa, Lafayette)

<b>Spouse/Children</b>	Spouse: Amy Beth   Children: Tessa (19), Bo (17), and Earl (8)
<b>When did you begin dairy farming?</b>	2002 bought my own herd and started on a rented farm, purchased my home farm from my parents in 2006
<b>How many cows do you milk?</b>	380
<b>Breed(s)</b>	Holsteins
<b>Where do you ship your milk?</b>	Rolling Hills Dairy Producers Cooperative - Monroe
<b>Others actively involved in operation:</b>	My dad, Marvin, works full time on the farm helping with the crops and feeding
<b>How many acres do you farm? Other farm facts:</b>	1,900 acres farmed, corn, soybeans, winter wheat cash crops. 460 head of young stock raise all our teplacements
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ Rolling Hills Dairy Producers Cooperative- board member 2016-present, secretary/treasurer 2017-present</li> <li>▪ Iowa County Farm Bureau board of directors 2018-present</li> <li>▪ Iowa County Farm Bureau state voting delegate 2019 and 2020</li> <li>▪ WI Farm Bureau Dairy Committee 2021</li> <li>▪ CentralStar Cooperative advisory and resolutions committee 2019 and 2020</li> </ul>
<b>Community involvement</b>	Town of Dodgeville- Town Board Supervisor 2017 to present
<b>Why do you want to serve on the WMMB Board?</b>	I would like to serve on the board to learn more about and provide input on how our check-off dollars are used and to hopefully bring a fresh perspective to the board. My family and I enjoy opening our farm up to visitors and advocating for the dairy industry to consumers. Besides hosting local events, such as the dairy breakfast and Farm Bureau events, we have hosted people from 5 continents and all over the U.S. and shared our way of operating a dairy with them. I feel it is only fitting to use this same passion in promoting our great product to help my fellow dairy farmers achieve better markets for their milk.
<b>What else should dairy producers in your area know about you?</b>	My wife, AmyBeth, works full time off the farm as the VP of HR for a locally headquartered feed company. Our daughter, Tessa, is a freshman at Viterbo University, studying nursing; our oldest son, Bo, is a junior at Mineral Point H.S. and our youngest son, Earl, is a 3rd grader at Dodgeville Elementary. Outside of the farm life, we spend our time traveling to watch our kids in the many sports they play and we enjoy going to Badger basketball and football, and Brewer games as a family. Our dairy has 9 full time employees, who help milk, feed and take care of our herd of 380 cows and the 450+ heifers we raise for dairy replacements. We crop nearly 2,000 acres, enough to provide all of the forages and grain for the herd while still selling corn, soybeans and winter wheat as cash crops. We are very thankful for the life that dairying has provided us, and all the suppliers and vendors who support our success. Taking the time to serve on the boards and committees that I do is my way of giving thanks and helping to ensure the next generation of Wisconsin farmers can thrive and succeed.