



CentralStar

Cooperative board says CentralStar merger poised for success

May 1, 2019, WAUPUN, WIS., and LANSING, MICH. – The cooperatives formerly known as NorthStar Cooperative Inc. and East Central/Select Sires open a new chapter in history, today, merging under the name CentralStar Cooperative Inc.

While CentralStar is a new name, the cooperative has a robust history with more than 150 years of combined experience meeting the needs of dairy and beef producers in the Midwest. As a merged entity, CentralStar's genetic and reproduction service area includes all of Wisconsin and Michigan, as well as north of Highway 50 in Indiana. Additionally, new services such as Dairy Herd Information (DHI) and diagnostic testing for health, disease, and production traits, are more readily accessible to more producers.

"Merging to create CentralStar makes us a stronger organization for our members and customers," said Steve Abel, former East Central/Select Sires board president. "Not only are we able to expand product and service offerings more easily, while taking advantage of economies of scale, but as a merged entity, it strengthens our position in the industry."

"As the largest affiliate member of Dairy Records Management Service (DRMS) and the third largest member-owner of Select Sires, CentralStar's representation with both organizations allows us to provide valuable direction and insight into future offerings for our members and customers," added Paul Trierweiler, former NorthStar Cooperative board president.

Currently, the CentralStar board of directors is comprised of 27 people, which made up the NorthStar and East Central boards of directors. Officer elections were conducted at the CentralStar board meeting late last month with Trierweiler, Portland, Mich., elected president; Abel, Fond du Lac, Wis., first vice president; Lyle Ott, Brillion, Wis., second vice president; Dan Mielke, Colby, Wis., treasurer; and Dorothy Harms, Reedsburg, Wis., secretary.

At the same meeting, the board of directors created a team leadership approach with Jerome Meyer, East Central/Select Sires general manager, as chief executive officer (CEO) and Mark Adam, NorthStar Cooperative general manager, as chief operating officer (COO).

"We're fortunate to be able to take advantage of the knowledge and wide range of experiences Jerome and Mark bring to the table to lead our new cooperative," said Abel. "Earlier this year, Mark shared his desire to retire Dec.31 and agreed to assist with the merger process until that time," added Trierweiler. "We are grateful for his dedication to our organization and willingness to stay on as COO to help ensure a successful merger."

Today, CentralStar launched a new website, www.mycentralstar.com, which offers online shopping for hundreds of ear-tag and herd-management products, as well as an online payment portal. Ongoing enhancements will continue with the site, including an interactive employment application, as well as diagnostic-testing resources.

CentralStar's goal of enhancing producer profitability through integrated services is fulfilled by incorporating an array of products and services critical to dairy-and-beef-farm prosperity. CentralStar's product and service offerings include Accelerated Genetics, GenerVations and Select Sires genetics; extensive artificial-insemination (A.I.) technician service; genetic, reproduction, and dairy records consultation; DHI services; diagnostic testing; herd-management products; research and development; and more. CentralStar's administration and warehouse facilities are located in Lansing, Mich., and Waupun, Wis., with laboratories in Grand Ledge, Mich., and Kaukauna, Wis. For more information, visit CentralStar Cooperative Inc. at www.mycentralstar.com.

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Photo attached:

CentralStar Board of Directors with CEO & COO

Mark Ziel, Scott Dahlk, Tim Bowers, Steve Maier, Craig Swenson, Krista Dolan, Dick Piechowski, Paul Trierweiler, Ken Carnahan, Don Hoffelt, Dan Mielke, Dorothy Harms, Dana Sue Kirk, Randy Nigh, Jerome Meyer, CEO, Lee Jensen, Jason Benthem, Larry Voigts, Lyle Ott, John Pronschinski, Jeff Horning, Andy Wolf, Kenneth Lezvow, Rick Adams, Brad Crandall, Steve Abel, Jeff Hendrickson, Mark Adam, CEO. Missing from photo: Roger Weiland.

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