

Brown Swiss Association Hires New Executive Secretary

November 16, 2009

Beloit, WI --- The national Brown Swiss Association's Board of Directors are proud to announce their new Executive Secretary will be David B. Wallace. He will begin work for the Association December 1 and will assume the position of Executive Secretary January 1, when current Interim Executive Secretary Dr. Roger Neitzel will begin his semi-retirement.

David Wallace has extensive experience in the registered dairy cattle business. He was raised on a registered Ayrshire farm in Ohio, where his family bred and owned the 1968 National Champion Female. After graduating from Central State University, David worked at Vaucluse Jersey Farm until meeting his wife, Paula, and becoming involved with his father-in-law at Mackayr Farm. After the Mackayr dispersal, David classified for the Ayrshire Breeders' Association until becoming involved in farm management. In 2001, he became operations manager at Carrousel Holsteins until their dispersal in 2006. After that he was farm manager at Cedar Lane Farm in New Jersey.



David and his wife, Paula, have two children, Molly and Ben. Both are working with registered cattle; Ben is herdsman at Me-Do Meadows Holsteins and Molly at River Valley Jerseys.

The Brown Swiss Cattle Breeders' Association of the USA was formed in 1880 for the purpose of establishing an official herdbook for Brown Swiss cattle. The Executive Secretary oversees and manages the office located in Beloit, Wisconsin, and is responsible for all of the affairs of the Association, including registrations, finances, and communications. In 2008, the breed was among the first to implement a new database which allows breeders to utilize real-time online registrations.

Outstanding feet and legs and dairy strength characterize the Brown Swiss cow. Brown Swiss milk is admired by cheesemakers because of its high protein and butterfat content.

David and the national Board of Directors look forward to working together with current and new Brown Swiss breeders across the nation and the world.