



New Leader in the New Year



Here at Berry College a new semester has begun, the busy schedules have returned, and the Berry Farms Genetics Enterprise is in full swing. With the start of this new semester, we welcome new leadership to the CEO position as Dom Rivera takes the reins.

Rivera is originally from Pennsylvania but has lived all over the US. Currently, he lives in Savannah, Georgia. He is a senior, Animal Science major and part of the Pre-Vet Club as well as Alpha Zeta, an agricultural honor society. Before joining the Enterprise, Rivera worked for Dean Heida on the Green Team, a project on campus to encourage recycling, and then began his job at the dairy the following semester. As he continued to grow in expertise at the dairy, he worked his way up through the ranks to become a respected shift leader and ultimately the vaccination manager. On his promotion to CEO of the Berry Farms Genetics Enterprise, Rivera remarked, "I was baffled and honored to be considered for the position. Being a part of the Enterprise is a position that is coveted by the students at the dairy and I could not believe that I was being offered the opportunity to have a hand in it all." Although initially concerned about the responsibilities of the job, Rivera eventually agreed and has truly been able to incorporate his knowledge and leadership skills into his new role.

Stepping into a CEO position is no easy task, and yet Rivera sees the opportunities that undoubtedly outweigh the stress. "In taking on this position, I am excited to be able to put together and run my first flush. I find it so fascinating how we as students play such a huge role in the genetic integrity of the animals; it is amazing how much we can actually change." Rivera, although admittedly inexperienced, believes that Anthony Bonazza, the former CEO, trained him well to take on this responsibility. "Dom is very attentive to details and genuinely wants to learn the industry," states Shannon Sofer, the Marketing Manager for the Enterprise, "He is dedicated to get to know the Enterprise members as well as help us to reach our goals and beyond as a team." In envisioning the Enterprise over the next ten years, Rivera hopes to see himself "fill Anthony's shoes", as well as see the Enterprise increase profit margins and be more prominent within the industry. "I'd love to see the genetic quality of Berry cattle become the standard to beat within the industry," Rivera exclaimed. When asked what he believed he had to offer the Enterprise, Rivera remarked, "I am very easygoing and I connect really well with others. Communication wise, I feel I could really make a difference in putting the Berry College name out there as well as continuing to maintain communication within our team." As a short-term goal, Rivera is focusing on semen sales and working hand-in-hand with the marketing team to look into new marketing techniques. "I expect Dom to take the Genetic Enterprise to the next level in achieving our mission," said Ben Wilson, the Dairy Supervisor, "Under his leadership the Berry Jersey herd will continue to develop into a highly visible genetically superior group of cattle that garners domestic and international respect. All the while serving as an educational venue for Berry students to gain valuable professional skills that will allow them to be highly successful individuals as they move forward in life."

In reflection on the time already spent here at Berry College, Rivera noted, "Berry [College] is like no other place. The campus is incredible and everything is spaced out enough to really enjoy and appreciate the scenery. The work program is spot-on. It provides students with a great first-hand and hands-on experience that is invaluable. I think one of the most interesting parts of the program is the opportunity for students to work their way up in roles of leadership and responsibility. You can start as a Level One Milker, move on to become a Shift Leader, Manager, etc. There are no limitations; it is what you make of it."



The Results Are In!



925 Berrys Tbone Pucket-ET (Scored VG- 85), Katherine Tullos, Hannah Pataat, Ryan Malone, , Dom Rivera, Alexis Carter, Frank Robinson-(photographer)

Here are the big updates with the Enterprise this month:

- Update on the 2012 Flush Season: During the January flush (pictured above), 21 embryos were collected from Berry's Parade Medley-ET, Berrys Geronimo Buttercup, Berrys Legacy Snow-ET, and Berrys Jevon Mistletoe-ET. 12 of the embryos were implanted, while the other 9 were frozen. Below is a running tally of the flush results so far this season. Please contact Ben Wilson [bwilson@berry.edu] for more information.

| FLUSH | Total Embryos | Implanted | Frozen |
|---------------|---------------|-----------|-----------|
| November | 16 | 8 | 8 |
| December | 49 | 8 | 41 |
| January | 21 | 12 | 9 |
| TOTAL: | 86 | 28 | 58 |

- On January 21, 2012, our girls were visited by Classifier Chris Lungren to be evaluated and classified. As a result, two new animals were classified as Excellent: Berrys Jacinto Penny (Ex-90) and Berrys Geronimo Buttercup (Ex-91) who is a second generation Excellent as the daughter of Berry's Brazo Century. The first lactation cows averaged at 83, four of which scored 85 and above! In total, twenty-eight animals were classified with a herd average of 84.

- In other news, we at the Berry Farms Genetics Enterprise would like to offer our congratulations to our partner Brad Barham, of Barham Jersey Farm, on his new position as the Business Development Specialist for the American Jersey Cattle Association!

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