



## GOKE MOTIVATED TO ENSURE REPRODUCTIVE PROGRAM SUCCESS FOR HIS CUSTOMERS



BY: KARI STANEK, COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR

For A.I. Technician, Jason Goke, each day on the farm is an adventure. Sometimes it's a good one and sometimes it's a challenging one, usually all in the same day. The weather, cattle and people all play a part in the experience that keeps Jason driven to do his best. Each day, he continues to be motivated and challenged to make his customer's reproduction programs successful. Recently, Jason's motivation and dedication to his customers rewarded him as he reached a unique milestone in his A.I. career by breeding his 100,000<sup>th</sup> cow. He will be honored for this great achievement at the 63<sup>rd</sup> Annual National Association of Animal Breeders Convention this fall.

Jason's career in agriculture began on his family's dairy outside of Montfort, Wis. He farmed for 10 years with his father before he started working for Accelerated Genetics. When asked 'Why Accelerated Genetics?', Jason responded, "When I was farming I

served as a delegate for Accelerated Genetics, therefore, I knew it was a good company. When I decided to quit farming and find a new career, Accelerated Genetics was the first place I asked if they had any openings."

For a little over 15 years Jason has been servicing customers in south central Wisconsin. Reaching the 100,000 Cow Club level was not always in Jason's goals. He said, "When I first started breeding cows, 100,000 cows seemed like a long ways away, but as time went on and I got closer to the mark I wanted to achieve it."

Jason enjoys many aspects of his job like being outside everyday and working his schedule the way he wants. But he really takes pride in taking care of his customers. He says, "I don't have my own dairy herd any more, but I treat all of my customer's cows like my own." Something that Jason is really proud

of is the number of customers that report to him outstanding production averages. "I like getting good reports of herd averages. It gives me a sense of accomplishment as I work with the customer on breeding their cows and its a team effort," Jason adds.

During his tenure, Jason's typical day starts around 6:30 a.m. and he is usually done by 5:00 p.m. He has one automatic stop everyday at Doerfer Bros. in Oregon, Wis., where he chucks and breeds and also has to breed a synch group on Friday's. Doerfer Bros., owned by brothers Gary and John Doerfer, have been a 100% Accelerated Genetics herd for many years. Gary says, "It has been a good working relationship with us and Accelerated Genetics through the years."

Over the past 15 years, Jason has been able to work with the Doerfer herd as they have expanded from 70 to 550 cows and it has been a good team effort keeping the reproductive program in check. "We work together with Jason on the reproduction program for our herd to make sure we are getting the results we want," says Scott Dahlk, Doerfer Bros. herdsman. "Jason really cares about the herd, is very thorough and it shows in our results."

Dave Calvert, Area Director of Marketing, shares a few comments about Jason's work ethic, "Jason's best strengths are that he is hard working, honest, determined and very loyal to his customers. He has never lost a customer! Further, Jason is a two-time winner of the cooperative's President's trophy and was a runner-up three times."

Ensuring his customer's success is very important to Jason, but he always makes sure to not miss out time with his family – his wife, Marie, and four children Amanda, Holly, Jennifer and Matthew.



Jason Goke, Accelerated Genetics A.I. Technician, (center) recently earned the 100,000 Cow Club Recognition. He is with his customers at Doerfer Bros in Verona, Wis. Gary Doerfer, herd owner, (left) and Scott Dahlk, herdsman, (right). Missing from photo John Doerfer, herd owner.