



MAY
2025

Update

EastGen

Proudly Presenting Our 2025 Board of Directors

At an EastGen Board of Directors Meeting held immediately following the EastGen Annual General Meeting on April 8th, the **EastGen 2025 Board Executive** was ratified as follows:

President – Amanda Jeffs

Vice President – Rob Bumstead

Other Members – Curtis McNeil and Tom Pasco

Curtis McNeil and Steve Fraser were previously elected as Directors of the Semex Board for a two-year term. Amanda Jeffs and Tom Pasco remain Directors of the Semex Board for a one-year term. Brian O'Connor was reappointed as Board Secretary and Tracy Huizinga as Board Treasurer.



2025 EastGen Board From left: John den Haan, Curtis McNeil, Stefan Mueller, Chris McLaren, John Schenkels, Amanda Jeffs, Glenn Barkey, Tom Pasco, Chris Uhr, Steve Fraser, Lee Grant, and Rob Bumstead.

Connection | Commitment | Culture - 3C Staff Day Set For July 15th

Thank you for your continued trust in EastGen. We are proud to lead the industry with the best-trained, most knowledgeable staff in bovine genetics, and we remain committed to delivering the highest level of service and innovation to our producers.



CONNECTION | COMMITMENT | CULTURE

Invest-*ing* in Our Future!

On July 15, 2025, we will bring our entire team together at Semex in Guelph for the '**3C Staff Day**'; a day dedicated to training, building a unified culture, and strengthening our commitment to you. We view this as an important investment in our future, laying a strong foundation for our team to continue delivering exceptional results.

To allow all staff the opportunity to participate, insemination services will not be available on July 15th. Our technicians will work with customers in advance to prepare for this day of no-service, as we do during Christmas and New Year's holidays. Looking ahead, future training will be scheduled in smaller sessions to avoid service interruptions.

The importance of this event is explained further by EastGen General Manager Brian O'Connor, "Our team has been through a period of change, as we celebrate the retirement of many long-tenured staff, and welcome new team members to EastGen. In the last five years, we have hired over 45 employees, which equals over 38% of our workforce. This new cohort brings fresh energy and passion and will continue to meet your evolving needs while delivering the level of service you expect from EastGen."

Thank you for your understanding as we invest in the EastGen team to better serve you today and for years to come!

EastGen's Showcase and Challenge Youth Show Entries Close June 1st

Online entries are now open via the *AssistExpo* links below each event, and they **close Sunday, June 1st**.

EastGen Showcase – July 2-3, Spencerville, ON
<https://www.assistexpo.ca/eastgen-showcase>

EastGen Atlantic Showcase – July 2-4, Truro, NS
<https://www.assistexpo.ca/eastgen-atlantic>

EastGen Challenge West – July 7-8, Woodstock, ON
<https://www.assistexpo.ca/eastgen-challenge-west>
EastGen Challenge East – July 10-11, Markham, ON
<https://www.assistexpo.ca/eastgen-challenge-east>

*Additional details will be released after registration.
For info: tara.reynolds@eastgen.ca or 226-332-2264.*

SCAN FOR ENTRY LINKS



Welcome Aboard! EastGen Staff Appointments



Anita Downes

We're excited to welcome **Anita Downes** to the EastGen team as our new **Office & Operations Administrator**, reporting to Mike Weber, Operations Manager.

In her role, Anita will be the friendly face at reception, manage our main phone line, coordinate office and facility operations, and provide key administrative support across the organization.

Anita brings with her over 13 years of experience in the agriculture sector, most recently with Grain Farmers of Ontario. Known for her upbeat personality, strong organizational skills, and knack for building connections, Anita is already proving to be a fantastic addition to the team.

Originally from England, Anita has called Canada home for more than 20 years. She officially joined us on April 7th, and we're thrilled to have her on board.

We are pleased to announce that **Chris Seed** has accepted the position of part-time **Artificial Insemination Technician**, covering **Timiskaming Region**, reporting to Scott Cornish, Regional Sales Manager.

Chris brings 15 years experience with cattle from his family farm and from working at the New Liskeard Agricultural Research Station in the Beef department. He holds a diploma in Agriculture from the University of Guelph. His strong communication skills coupled with his interest in helping farmers achieve their goals, will make him a great addition to our team.

Chris joined EastGen on April 14th.

We are excited to announce that **Anthony Jeffrey** has accepted the position of **Regional Sales Representative**, covering the regions between **Perth, Huron and Bruce** counties, reporting to Andrew den Haan, Regional Sales Manager.

Anthony grew up involved in 4-H and brings over 20 years of experience working on dairy and goat farms. His experience in

improving genetics through strategic breeding, along with his strong relationship-building skills, makes him a great addition to our team.

Anthony joined EastGen on April 22nd.



Gillian Forestell

Join us in welcoming **Gillian Forestell** to the EastGen team as our **Marketing & Communications Intern** for summer 2025!

Gillian brings a deep-rooted passion for the dairy industry, backed by hands-on experience and an impressive academic background.

She grew up involved in 4-H, actively helps on her family's turkey farm and a dairy farm, and was a member of the University of Guelph's winning team at the 2025 Intercollegiate Dairy Challenge competition.

Gillian recently completed a Bachelor of Science in Agriculture at the University of Guelph and is set to begin a master's in Animal Biosciences there this fall.

Gillian officially joined EastGen on April 22nd, and we're thrilled to have her on board.



Delaney Hopkins

Congratulations to **Delaney Hopkins** on her new role as **Field & Marketing Coordinator** at EastGen!

Delaney has been a valued member of our team since last May as the Marketing & Communications Intern, where her creativity and dedication left a lasting impact. We're thrilled to see her take this next step in her career with us!

In her new role, Delaney will collaborate closely with our sales and marketing teams to support projects, events, and communication efforts—ensuring our field staff stay informed and connected.

Delaney brings a strong agricultural background, growing up on a purebred sheep farm, helping on a dairy farm owned by her aunt and uncle, and more recently purchasing Shorthorn beef cattle. A proud 4-H participant and recent graduate from the University of Guelph with a Bachelor of Science in Neuroscience and a minor in Agriculture, she brings both passion and knowledge to her new role.

Delaney officially stepped into the role on April 28th.



Chris Seed



Anthony Jeffrey

Welcome to Anita, Chris, Anthony, and Gillian, and congratulations Delaney!

Brian Betts Memorial Scholarship

EastGen is proud to join Gay Lea and The Ontario Dairy Youth Trust Fund to provide the **Brian Betts Memorial Scholarship** again in 2025.

Brian's leadership prioritized initiatives that supported the development of rural youth and 4-H. He showed selfless service to the community and compassion for people, which positively impacted many individuals.

Two \$1500 scholarships are available for 2025.

Application deadline - June 1st

See full eligibility details and apply using this link:

<https://form.jotform.com/231173920955054>

Honoured at EastGen AGM

Presentations were made at the EastGen AGM in April to Past President Gerrit Wensink and retiring directors Phil MacLean and Mel McLean. We thank them for their dedication and contributions to EastGen over the years.



From left, top, from left: Margriet & Gerrit Wensink, Past President; Director Curtis McNeil; and General Manager Brian O'Connor. Bottom left: Phil MacLean, and Director Rob Bumstead. Bottom right: Mel McLean, and Director Rob Bumstead.



Special May 1st - June 30th, 2025

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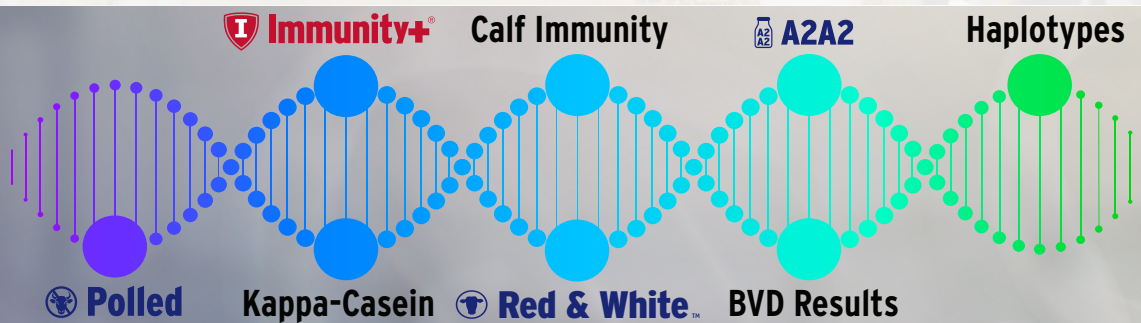
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