



CowManager honors award winners at the Select Sires Trusted Advisors Conference



Pictured (from left to right): Gerard Griffioen, Ernesto Santillanez, Dr. Fernando Alvarez and Jared Krull. Dr. Alvarez received the 2024 CowManager Specialist of the Year Award during the Select Sires Trusted Advisors Conference.

May 17, 2024 – CowManager® is pleased to announce the winners of three awards handed out at the recent Select Sires Trusted Advisors Conference, including the CowManager Specialist of the Year, CowManager Success Story of the Year and the Dr. Ray Nebel Legacy Award.

“We’re thrilled to highlight success stories from this past year and honor those exceeding expectations,” says Gerard Griffioen, CowManager founder. “We truly value our partnership with Select Sires. It was a special day to participate in the conference and recognize these award winners.”

Dr. Fernando Alvarez took home the 2024 CowManager Specialist of the Year Award, an honor bestowed annually to a Specialist who went above and beyond with exceptional knowledge of the CowManager system, expansive installation



experience and expert counsel about system integration. Dr. Alvarez, the director of Select Sires Member Cooperative–Mexico and a Select Sires team member since 2002, has been instrumental in launching CowManager in Mexico and meeting customer needs. He had a stellar year helping install thousands of CowManager ear sensors into several large herds and educating producers on the value the system brings to each operation.

Winning the 2024 CowManager Success Story of the Year was Stephen Mast from D & M Ag. Mast has been using CowManager for more than a year at his California dairy, and he gives praise to the time and labor savings his farm team has already experienced as a result. His favorite feature of the cow monitoring system is the ability to know what to expect from his cows before he even arrives at the dairy in the morning, whether it's a list of potential sick cows or fresh cows to keep an eye on or cows to breed.

Stef Booijsink received the Dr. Ray Nebel Legacy Award. This award is dedicated in honor of Ray Nebel, Ph.D., retired vice president of technical services and a driving force behind Select Sires' involvement with CowManager. Booijsink, a seven-year CowManager employee, received the award for the impact he has had on the cow monitoring industry and his significant contributions to building CowManager's success in the U.S. As a sales and support specialist, Booijsink has helped countless CowManager Specialists and dairy producer customers maximize the monitoring system and help keep cows healthy and more profitable.

For more information on CowManager, contact your CowManager Specialist at Select Sires or visit CowManager.com.

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About CowManager

At CowManager, we believe a successful dairy producer is a prepared dairy producer.



With our revolutionary cow monitoring ear sensors, we ensure they're always ahead and prepared for what's coming, with actionable insights. We believe in working together to help dairy farmers reach their goals, whatever their ambitions are. Whether they have 20 or 20,000 cows; with CowManager they'll have eyes on all of them. In the United States, CowManager is distributed and supported by Select Sires Inc.