

Kevin M. Bobolz

As the owner of a Wisconsin family farm, beef producer, and former beef showman, I am excited to run for the World Beef Expo Board of Directors. For those who are not familiar with me, I will provide a bit of background, as well as what I believe that I could offer to the organization immediately, as well as long term. Originally from the Clinton WI area, I grew up on a diversified dairy, swine, and beef farm owned by my family since 1903. Over the years, as circumstances dictated, we focus on crop and beef cattle production, with 120 registered Simmental cows. We currently sell all offspring as either breeding stock, feeders, or show cattle. While attending the University of Wisconsin Madison for an Animal Science degree, I worked in the alcohol and beer distribution business to finance my schooling. This ended up changing my career path and I began working shortly out of college for Miller Brewing of Milwaukee, WI. Over that 30-year career I moved around and travelled the globe fulfilling various roles in sales management, international marketing, marketing program development, salesforce development and inventive management. I then ventured into our supply chain as a regional manager serving our key customers in 11 states, sourcing thousands of items over several hundred truckloads of beer daily sourcing from 9 breweries and distribution centers. During much of that time, I have lived in the Milwaukee area, while at the same time my wife and I have been purchasing farm real estate, as well as assisting my father with his beef cattle operations. During my time in Milwaukee, I had the pleasure of representing Miller Brewing/MillerCoors in WI agriculture, working directly with the state fair board, as well as joining the Blue Ribbon Sale of Champions Foundation board as their treasurer in 2011. The BRSCF manages the annual Blue Ribbon Livestock Auction at the WI State Fair. As treasurer (up to present), I developed annual budgeting and investment plans to allow the organization to not only grow the scholarships and support to youth livestock shows and ventures in WI, but to allow it to become financially self-sustaining in the event of a financial downturn, which happened in 2020 with the loss of the fair. During that time, we grew our annual youth livestock scholarships from \$12K annually to \$31K annually, in addition to \$30K in additional support provided to the WI State Fair youth livestock shows annually. Currently semi-retired, I split time working part time, real estate investing, and building the family Simmental herd. This past year, I volunteered with the Beef Expo to get an understanding of the workings of the organization and the show they produce. And, with most state fairs being cancelled this past year, it gave me fresh appreciation for the value that livestock shows bring to all of us in the ag industry. Much of my professional career has been in doing large scale project management, logistics, and organization. I would enjoy being able to offer my services to support the Beef Expo and continue the great tradition that promotes, supports, and demonstrates what the beef industry in this country has to offer.