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*High resolution photo available upon request.

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Bernard Heisner receives OSU Dairy Hall of Service Recognition

Columbus, Ohio, May 12, 2010 — One of the highest honors in Ohio's dairy industry was awarded to Bernard M. Heisner on Saturday, May 8, 2010. Heisner was recognized for his dedication, enthusiasm and unending support of Ohio's dairy industry as he received the 2010 Dairy Hall of Service Award. This prestigious award honors those individuals who have made a significant difference in the dairy industry. The presentation was made at The Ohio State University's dairy science department annual recognition banquet. Heisner's portrait will be hung in the historic Plumb Hall on The Ohio State University campus. Heisner and his wife, Sue, reside in Hilliard, Ohio.

Bernard (Bernie) Heisner is the general manager of COBA/Select Sires in Columbus, Ohio. With Bernie's leadership, COBA has had twelve straight record setting years in unit sales. This level of growth does not happen by accident it takes leadership, vision, coaching and people who like what they do. Through his leadership, COBA has become the "go to" organization for support in youth programs and allied industry events. He allows and desires for his staff to be involved in the dairy community, which not only strengthens the people individually but the industry right along with it. Heisner has served on search committees for college deans, general managers, and executive directors for the dairy industry and other agricultural related organizations. He actively serves the Ohio Dairy Producers Association, Ohio Purebred Dairy Cattle Association, Ohio Livestock Coalition, Ohio Holstein Association, Ohio Cattleman's Association, National Dairy Shrine and the Hilliard Chamber of Commerce.

In 2003, Bernie received the Meritorious Service to Students award from the OSU College of Food, Agricultural, and Environmental Sciences. He received the outstanding service award from Fairbanks High School for 2008/2009 and the National Dairy Shrine 4-E award. In 2009 he received a certificate of appreciation and lifetime membership to the Red and White Dairy Cattle Association and received the Ohio PDCA Honor Award.

Judging dairy cattle is a true passion of Heisner. He shares this passion and knowledge with the youth of Ohio on a regular basis. He is involved with OSU's dairy judging programs as well as the Ohio 4-H programs. He enjoys watching the students grow in their knowledge and experience. He takes great interest in their future and loves to see them succeed in dairy judging and in life.

COBA/Select Sires, Inc., one of the founding members of Select Sires, Inc., has become widely respected for its clearly demonstrated ability to provide the finest bovine genetics available in the world. COBA/Select Sires, Inc., operates as a true cooperative by encouraging member input and allowing members to share in profits through patronage refunds.

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Caption: Bernard M. Heisner (left) being presented with portrait to hang at The Ohio State University by Dr. Bobby Moser, Dean of the College of Food, Agricultural, and Environmental Sciences at the Ohio State University.