

My name is Travis Cockburn and I live in Johnston City, Illinois with my wife Channa and son Caden. We have been raising dairy goats under the herd name Cade's Lil Farm since 2011. We maintain a herd of 30+ milkers and are very involved with all things ADGA. We participate in DHIR, Linear Appraisal, attend multiple shows annually and both Caden and I are licensed ADGA judges. I have also served as a volunteer for ADGA in many capacities and have vast experience as a committee member within ADGA. I am committed to seeing long-term sustained growth for ADGA and its membership.

ADGA is in a position where change is necessary to keep up with the evolution of technology. Sydney J. Harris said, "Our dilemma is that we hate change and love it at the same time; what we really want is for things to remain the same but get better." I believe this quote sums up where stand as an organization. We want ADGA to deliver all the things we expect, but at the same time, to do it better. I believe there are many things moving in the right direction with ADGA and with continued dedication, things will only improve.

I bring a wealth of business experience to the table. Outside of the farm, I have worked for nearly 30 years in the insurance industry. I currently work for a large agency that services clients in 10 other states. Prior to my current role, I was a Market Director for a Fortune 100 company. I managed a multi-million-dollar budget. I was responsible for the sales and service related to a \$35 million dollar book of business. I have been involved in new product roll outs, revisions of current procedures and technology revisions to keep up with ever-changing markets.

I bring a wealth of experience to the table from my time in the dairy goat industry, experience that will serve me well in my role as a Director for ADGA District IV. But it is my experience outside of dairy goats that makes me uniquely qualified to serve in this role. ADGA needs strong business knowledge. My 30 years of experience in sales, executive leadership, conflict resolution, and interpersonal communication will enable me to face ADGA's challenges head on and do what needs to be done to lead ADGA out of the turbulent era we are currently in.

I bring to the organization years of practical business experience. My goal as director is to bridge the gap between the membership and the board in a way that change continues to happen for the better good of everyone.

Please feel free to reach out to me at tcockburn421@gmail.com with any questions you may have.



Travis Cockburn, #1522079
District IV Director Candidate