

As published in



**Darrel Rennich**  
Diamond V

**Darrel Rennich** has joined Diamond V as a Regional Sales Manager for the Midwest Dairy Team, covering South Dakota and working closely with **Todd Franz** and **Dr. Tom Oelberg**.

"Darrel is highly engaged in the South Dakota dairy industry," says **Mitch Deimund**, District Sales Manager. "He brings years of dairy experience and positive relationships with him to Diamond V."

He was most recently with Select Sires MidAmerica working as a reproductive specialist and genetic consultant. Prior to Select Sires, he spent six years at South Dakota State University as farm manager and dairy cattle judging coach, and Dairy Challenge Coach.

Darrel grew up in Harrisburg, SD, owned and operated a registered Holstein dairy farm, and earned a B.S. in dairy production from SDSU.

He and his wife Denise have three daughters: Brittany (22), Ashley (19), and Bethany (15). His hobbies include watching his kids play hockey, fast-pitch softball, and track and field. He also enjoys showing dairy cattle, motorcycle riding, horseback riding, and playing golf.

Please join us in welcoming Darrel to Diamond V with a phone call or text (mobile 605.695.3676) or email ([drrenrich@diamondv.com](mailto:drrenrich@diamondv.com))!

**Steve McGinness** also has joined Diamond V as National Account Manager, which will include collaboration with the Dairy Team.

[Advisor Access](#)

## Welcome Darrel and Steve!



**By Clayton Gill**  
Editor  
Diamond V



"Steve has a proven history of business development, customer relationship management, and strategic marketing in the animal health and nutrition arena," says **Kevin Larson**, Director, National Accounts. "Most recently, Steve was dairy sales manager-Midwest for Novus International."

Kevin notes that in this role Steve was the architect of an innovative partnership with a global nutrition company, launching a data analysis data application exercise. He adds that

**Steve McGinnis,  
M.B.A.  
Diamond V**

Steve recently was selected to the Minnesota Ag & Rural Leadership program, a dynamic two-year leadership development experience.

Previously, Steve worked with Elanco and Pfizer in positions that included senior sales and account management in the dairy, beef, swine and companion animal segments. He began his career with Cargill Inc./Sunny Fresh Foods.

Steve has a B.S. in agricultural economics from Kansas State University and a M.B.A. in marketing from the University of St. Thomas in St. Paul, MN. Steve and his wife Kristin have four children, including two in active military service, and reside in Richfield, MN, a suburb of the Twin Cities. Steve's hobbies include woodworking, time at the lake and the farm, as well as travel.

Phone or text a Diamond V welcome to Steve (mobile 612.309.0538). Or, drop him an email ([mcginnis@diamondv.com](mailto:mcginnis@diamondv.com))!

And, thanks **Mark Tegeler, M.S.**, Dairy Field Technical Specialist who helped Schneider Dairy, Venedy, IL optimize TMR mixing, which caught the attention of Dairy Herd Management. See the Laura Daniels article ["A Change for the Better"](#) in the February 2015 issue.

As always, if you'd like to pose a question for Diamond V Dairy Advisors, get a useful answer, and have it help others via *DairyAdvisor*, then please let us know.

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Thanks!



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