

Dairy Business Association: Strengthens policy team

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Chad Zuleger brings varied government affairs experience

MADISON, Wis. — A lobbyist with extensive government affairs experience inside and outside of the Capitol has joined the Dairy Business Association's policy team.

Chad Zuleger has worked in Wisconsin legislative offices, for private companies and with a trade association during 22 years of government affairs work. He most recently was a research assistant and committee clerk for former state Rep. Kathy Bernier.

“Chad's work for legislators representing rural Wisconsin means he will be able to speak to our issues, and his policy work outside of Madison only adds to the value he brings to DBA's members,” said John Holevoet, director of government affairs for the association. “This gives him the experience necessary to make a meaningful difference at the Capitol and beyond.”

Zuleger also has a long career in the military, serving in the Air Force, Air Force Reserve, Wisconsin Air National Guard and the Army National Guard. He was stationed at various locations around the world during six years of active duty, including deployment to Saudi Arabia as part of Operation Desert Storm in 1991. He was commissioned an officer in 1998 and retired at the rank of captain.

At DBA, Zuleger is focused on helping meet the needs of Wisconsin's dairy community.

“I look forward to engaging legislators and the new administration to share the dairy community’s story,” he said. “With a focus on a host of critically important issues, DBA is poised to make a positive impact and I’m excited to be on the team.”

Holevoet said the addition of Zuleger is a strategic move to build more in-house lobbying talent and bandwidth for DBA.

“This will allow us to do an even more effective job of grassroots advocacy and connect more lawmakers to the issues that matter to our dairy farmers,” Holevoet said.