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Vanessa Wiebe

We are excited to announce that Vanessa Wiebe has joined Vytelle as the Global Marketing & Communications Manager. As part of her role, she will be responsible for leading our internal and external marketing communication efforts globally.

Vanessa lives in Oklahoma City where she has worked in the insurance industry for the past five years. While in this role, she oversaw the company's corporate marketing efforts along with 160 agents statewide.

She grew up on a centennial farm and is the 4th generation on the family farm. They grow row crops like wheat, milo, corn, and run stocker cattle. On the ranch, she learned the value of a hard day's work and developed a foundation of determination and drive.

"I am excited to join the Vytelle team and be a part of the future of the beef and dairy industry. Having grown up with beef cattle, I am happy to be returning to my ag roots and am looking forward to working with everyone."

Please join us in welcoming Vanessa to Vytelle!



Satellite Spotlight

On April 19, Gaffney Family Cattle in Barneveld, WI had a class of 5th grade students tour their farm to learn more about the beef industry. The students were fortunate enough to visit during a Vytelle

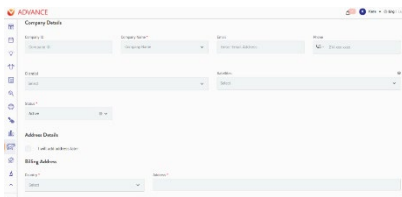


OPU where they gained insight on advanced reproductive technologies. One major highlight from the day included the pictured Brown Swiss donor who sent 327 oocytes to the lab, was fertilized to 5 different sires and froze 51 grade 1 embryos!



From watching William's ultrasound during the OPU to looking at oocytes under the microscope with Brooke, these young minds got a sneak peek at the tactful science that goes into breeding cattle.

We love playing a part in shaping the next generation and look forward to supporting future youth events at Gaffney Family Cattle.



Vytelle.io

You asked and we have listened! You can now add email, phone number, and billing and shipping addresses in each of your companies' profiles for better record keeping. We are excited to continue adding features to Vytelle.io that further support your needs as a Vytelle satellite. Keep the feedback coming!

**BECAUSE WE ARE
ALWAYS
PROGRESSING**

What's New?

We know that Reverse Sorting semen can be a challenge, so we made 3 new Reverse Sort consulting documents. Learn more about the Reverse Sort process, technical terms and what they mean, and strategies to consult your customers to success [here](#).

We want your feedback

Please email marketing@vytelle.com with questions, comments and feedback.

Visit vytelle.com for more information.

