IPS Icon Retires at 93-Years-of-Age

It is not common for someone to work until they are 93-years-old. Yet, Bob Johnson of Boscobel, WI, is not your average person.

Bob has worked with IPS since the very beginning of IPS. Al Piper and Marlowe Nelson asked Bob to market semen for the company. Bob's retirement is the end of an era at IPS.

Bob's personality and cow knowledge have made him a favorite with customers. He learned aAa early on when aAa's founder, Bill Weeks, came to analyze Bob's herd. Always a step ahead of the curve from early on is life, Bob employed two African-American assistant herdsmen while working at Boys Town in Nebraska. During the 1950's, this was unheard of at the time.

"Bob is one of the most decent human beings I have ever known," Says Ron Sersland, President and Owner of IPS. "He is a walking encyclopedia of cow breeding and simply a pleasure for everyone at IPS to be around. He has always been meticulous in his bookkeeping and has incredible clear hand writing, which makes him one of the legends at our office."

Recently, Bob was honored at a retirement luncheon. People drove nearly four hours to be in attendance. This demonstrates the respect people have for Bob. One of the stories shared at the luncheon included Bob unloading two tons of fertilizer when 82-years-old; something many people 20 years younger would not attempt.

Bob and his wife live in Boscobel, WI. We wish them nothing but the very best for 2020.

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