

WALSAA WELCOMES NEW BOARD MEMBERS

Gehin, Gürsoy, Pitzner and Zuchowski Join the WALSAA Board of Directors



Derek Gehin

Derek Gehin of Baraboo, Wis., is pursuing degrees in agronomy and agricultural business management. Gehin is presently Noble Ruler of the Alpha Gamma Rho (AGR) fraternity. He is treasurer of the Badger Dairy Club and through this club has worked at World Dairy Expo for two years, the last as grounds chair. A member of the Badger Crops Club, he has competed in local, state, and national crops

judging competitions and in 2024 was third high individual and member of the winning team at SESAS. He is a member of the Collegiate Farm Bureau, leads a campus bible study group, and spearheads volunteer opportunities at Second Harvest Food Bank. Gehin has his own successful lawn care and landscaping business in Baraboo, has worked part-time on a dairy farm, and last summer was a sales/agronomy intern for Helena Agri-Enterprises.

Derviş Gürsoy

Derviş Gürsoy is the founder and CEO of Spraycision, an agricultural-technology company focused on precision spraying systems that reduce chemical and water use. Originally from a farming family in Turkey and an engineering graduate of UW–Madison, he combines global agricultural roots with entrepreneurial drive for building practical, grower-focused technology. Derviş believes strong alumni networks are essential and brings a people-centered approach to WALSAA, aiming to bridge the industry and the next generation of leaders.



Cyndi Pitzner

Cyndi Pitzner graduated from UW–Madison with a bachelor's degree in agricultural journalism. She worked in publishing for many years before beginning her work as a consultant providing accounting and bookkeeping services, as well as working for a law firm in estate planning and real estate. She is a partner with her son in Pitzner Farms, LLC in Jefferson, Wis. where

they crop farm and provide custom farm work. Cyndi chaired the fundraising committee for Wisconsin Farm Technology days when it was held in Jefferson County. She has three sons that are all involved with family businesses and also has one grandson.

Wynnne Zuchowski

Wynnne Zuchowski is the Global Marketing Director at GENEX where she is responsible for developing, executing, and managing the marketing strategies across four global regions. Zuchowski has nearly 30 years of experience developing and bringing customer-focused and company growth strategies to life. She has global experience in industries ranging from agtech and animal health to dental, distribution, manufacturing, and pharma, and with companies of all sizes, from start-ups to Fortune 100. Prior to that, she was part of the leadership team MouthWatch and developed and launched a new company and SaaS offering in the dental space. At Henry Schein, she oversaw the business solutions division and led the development and commercialization of an industry-changing membership program called Thrive. She has extensive marketing agency experience rooted in animal health and agriculture, working with clients like Zoetis, Arm & Hammer Animal Nutrition, and Wisconsin Equine Clinic & Hospital. After majoring in animal science at the UW–Madison with a minor in business, she likes to say she has become a Swiss army knife as a visionary and results-driven transformational leader with a down-to-earth approach. She has a proven track record of scaling businesses through strategic market insights, operational alignment, and data-driven decision-making while building and leading teams that drive exponential growth and innovation. Wynnne and her husband, Luke, reside in Wales, Wis. and have two children – a son, Nick, and a daughter, Elena.

