



1400 Independence Avenue, SW.  
Room 2968-S, STOP 0228  
Washington, DC 20250-0225

September 5, 2019

TO: All Interested Parties

FROM: Dana H. Coale  
Deputy Administrator

SUBJECT: Appointment of Northeast Order Market Administrator

I am pleased to announce the appointment of Shawn M. Boockoff as Market Administrator, Northeast Milk Marketing Order effective September 1, 2019.

Shawn has over 32 years of experience working with the USDA-AMS-Dairy Program. During his career, Shawn has held a variety of positions in eight Federal milk marketing orders resulting in a highly diverse background and vast experience base. Since 2003, Shawn has served as the Assistant Market Administrator for the Northeast order and has been serving as the Acting Market Administrator on a rotational basis, since Erik Rasmussen, former Market Administrator, retired in May 2018. In addition, Shawn has been serving as the Acting Market Administrator for the Southeast and Florida orders since May 2018. Throughout his time in the Dairy Program, Shawn has held responsibilities for all aspects of Federal order operations including accounting, audit, economics, human resources, information technology, market information, marketing services, office management, payroll and pool. Shawn has multiple degrees including a Bachelor of Business Administration in Computer Systems in Business and Economics from Ohio University, a Master of Business Administration from the University of Maryland University College, and a Doctor of Education from Nova Southeastern University.

I extend a special thank you to John Marcucci, Assistant Market Administrator, Northeast Federal milk marketing order, and Peter Fredericks, Assistant Market Administrator, California Federal milk marketing order, who have been serving in a rotational acting capacity as Northeast Market Administrator since Erik's retirement.

Shawn and the staff look forward to continuing to provide the Northeast dairy industries with excellent customer service.

