

Director Candidates: Region 1 — Minn. (4-year term), Candidate 1 of 2



Rochelle Eichner

60 years old
Hamburg, Minn.
(612) 581-5382
Rochelle.Eichner@live.com
Farm Credit Member since: 2009

Family: Married to Jay Eichner. We have two sons, Alex Eichner and Reese Eichner.

Brief description of agricultural operation and employment/business experience for the past five years: Throughout my career, I've woven together the threads of agriculture and business experience. Since 1991, my husband Jay and I have built a thriving agricultural business from humble beginnings — starting with 10 bred hogs and 120 acres. Our family farm has evolved into a dynamic crop-sharing partnership, doubling acreage to nearly 2,000 and expanding to 9,000 hogs, ensuring its longevity for future generations.

Beyond agriculture, I embraced early retirement after 30+ years in business and technology, including five years as a founding member of Microsoft's Tech For Social Impact team. Leading Global Technical Sales and Customer Success, I worked with nonprofits, governments and partners to drive positive change worldwide.

Boards or committees you currently serve on and boards or committees you have served on in the past five years: I currently serve on the Board of Directors for Greenstone Farmers, a farmer-owned company focusing on regenerative farming and carbon initiatives, the Eva Sophia Project, a nonprofit corporation with a mission to build a pocket neighborhood for adults with intellectual and developmental disabilities and participate in a community board for the YMCA of the North Camp Northern Lights, a family camp in Babbitt, Minn.

Community involvement/government service: I'm actively involved with my church, Living Rock, and integrate my nonprofit and board commitments, including leading the marquee event, the Eva Sophia Project Benefits, in 2024 and 2025 in Waconia, Minn.

Education:

- Bachelor of Science Degree: Computer Science, Minnesota State University, Mankato.
- Bachelor of Science Degree: Pre-law/Law Enforcement, Minnesota State University, Mankato.
- Master of Business Administration: University of St. Thomas.

What is your vision for the future of agriculture?

Agriculture sustains communities, with family farms embodying resilience and self-sufficiency. As the industry evolves, challenges and opportunities arise through cultural, regulatory and technological shifts. Compeer Financial supports farmers with financial empowerment, sustainability and innovation. My vision merges tradition with progress —

preserving the farming way of life while integrating precision agriculture, data analytics and automation to ensure profitability and sustainability.

What do you believe are the primary issues facing agriculture and Compeer Financial? Agriculture is at a critical turning point, presenting both challenges and opportunities. Key issues include:

1. A skilled labor shortage, requiring partnerships among nonprofits, schools and businesses to prepare the next generation.
2. Rapid technological advancements and evolving regulations, which help farmers stay competitive but demand significant investment.
3. Growing consumer interest in food origins and sustainability, influencing regulatory shifts.
4. Profitability challenges and barriers for young farmers, requiring continued support from Compeer Financial to navigate volatility and ensure industry access.

Why do you want to serve on the Board of Directors at Compeer Financial? I am enthusiastic about contributing to the Board of Directors because my core mission closely aligns with that of Compeer Financial: enriching agriculture and rural America. As a seasoned professional, I bring a unique blend of experiences:

1. Family farm background: Building our family farm, which has now evolved into Eichner Farms LLC and the Eichner Family Farms LLLP, I have firsthand knowledge of the challenges and opportunities faced by farmers, agriculture and rural communities.
2. Business expertise: My extensive tenure at Microsoft has equipped me with valuable insights from collaborating with diverse stakeholders, including commercial entities, nonprofits and government agencies. This experience has honed my ability to navigate complex landscapes and find innovative solutions.
3. Educational foundation: My education has provided me with a strong foundation in business management, leadership and strategic thinking. I am committed to leveraging this knowledge to drive continued progress and enhancement within Compeer Financial.

In my role as a Board member, I am well-positioned to contribute across the core competencies that define Compeer Financial leaders and strive to use my experiences to serve others and look forward to serving the members.