

## **ASA Board of Trustees' Candidate South Central Region**

Fellow Breeders,

It's a great time to be in the Simmental and Simbrah business, the acceptance of our cattle within the industry is as good as it was in the 70's. There is one great difference and that being our cattle are more functional and our EPD's, as a whole, are much more reliable based upon the needs of our customer. All of this is basically due to your ASA Board of Trustees who have set the direction of the Association.

It is election time again for trustees and this too is exciting with more individuals running for these positions than we have ever seen. It sends a message that more and more people want to be involved in a great breed association that represents two great breeds of cattle, Simmental and Simbrah.

I have just completed my first three-year term on this board, and based upon what it was like the first time I served, many years ago, the dynamics have drastically changed. Financially, as sitting treasurer, I can assure you that the Association is in as good financial position as it has ever been due entirely to you the ASA membership with your registrations, annual membership activity fees, and a host of other ways that you support and fund the association.

First, I urge all ASA members to vote, this is the only way that you will have a voice in how YOUR ASSOCIATION is run. Second, for those of you in the South Central Region, I would ask for your vote so that I might continue representing you. As I travel and talk to breeders, I hear that there are things that we must continue to work on such as advertising Simmental and Simbrahs, member services, support of the AJSA programs, ASA Foundation and hopefully BOLT will be up and running soon to give us a genetic evaluation enhanced with DNA, that will give the ASA the largest bovine multibreed genetic evaluation in the world.

I believe that my record speaks for itself as being a self-thinker, that weighs the pros and cons before decisions are made, without a personal agenda, for the betterment of our breed. I also believe that I bring a worldwide prospective to the board as President of the World Simmental Fleckvieh Federation, so that we might keep dialogue open with all Simmental Associations and that duplication of efforts and expenditures might be elevated in the quest for excellence of the Simmental and Simbrah breeds worldwide.

As I said in the beginning, it is exciting time to be in the Simmental and Simbrah business and I would like to continue to represent the South Central Region – to guide the ASA for another three years; so I am asking for your support to continue. If you have any questions please give me a call on my cell: [817-894-0563](tel:817-894-0563).

Thanking you in advance for your support.

Fred Schuetze