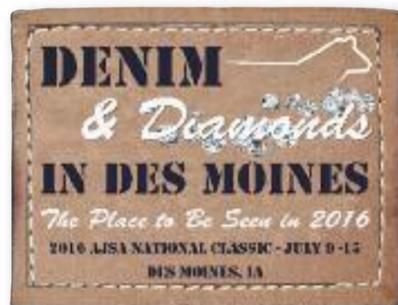


Upcoming AJSA Events

2016 AJSA Classic Dates

- May 5** – AJSA Regional Classic entry/ownership deadline
- May 12** – AJSA Regional Classic late entry deadline
- May 16** – AJSA National Classic entry/ownership deadline
- May 23** – AJSA National Classic late entry deadline
- June 1** – AJSA Photography Contest, Video Contest, Trustee Application, Silver and Gold Merit Award Application deadline
- June 15-18** – AJSA South Central Regional Classic, Stillwater, OK
- June 15-18** – AJSA Eastern Regional Classic, Cookeville, TN
- June 23-25** – AJSA Western Regional Classic, Bozeman, MT
- July 9-15** – AJSA National Classic, Des Moines, IA



2016 National Classic Hotel Headquarters

Holiday Inn
 1050 6th Ave • Des Moines, IA
 515-283-0151
 American Junior Simmental Association
 Block Name

www.juniorsimmental.org

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Service Project Update



By Jordan Cowger, MO
 South Central Trustee

I hope you've been collecting your pop tabs because the Battle of the States is on! Which state will collect the most pop tabs? Head to Des Moines this summer for the National Classic to find out! If you aren't able to attend, don't worry, send them along with someone who is attending. Collect some tabs and make a difference for those enduring the burden of an extended hospital stay.

Get excited, don't let a can get thrown away without taking off the tab first, and we'll see you this summer at the Classics!



Did you know . . . ?

- Ronald McDonald House (RMH) chose pop tabs as their fundraiser to remind everyone that even the little things make a big difference. Help the AJSA make a big difference by collecting as many as you can!
- RMH sells the pop tabs as scrap metal to raise money for the services they provide to sick children and their families.
- Collecting pop tabs is a win-win; you're recycling and helping the families of children during extended hospital stays!
- RMH sponsors housing, community rooms, activities, and meals for families from the money that you help raise.
- There are 1,267 pop tabs in one-pound.

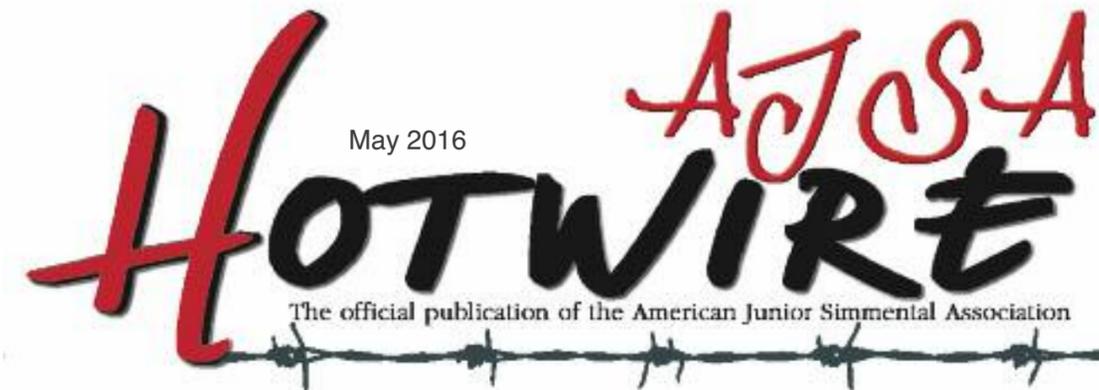
Change is a Good Thing!



By Cameron Crawford, MS
 Eastern Trustee

The 2016 AJSA Summer Classics are quickly approaching! Are you ready? As the school year comes to an end, it will be time to pick out your heifer for Sales Talk, brush up on your Cow Sense, and practice your Showmanship skills. As you prepare for the upcoming Regional and National Classics, keep in mind that there will be a slight change this summer.

It has been approved by the ASA Board to separate the Bred and Owned show from the Owned show. There will be separate judges for each show. If you would like to show a heifer in both the Owned and Bred and Owned shows, you may. However, you will pay an entry fee for both shows. Entering the same heifer twice WILL NOT count as two head in our entry limit. In your overall score, you will receive full points from whichever show you placed the higher. The AJSA Board concluded that this change would benefit the AJSA Classics and help progress the promotion of our breed. We hope you support our decision, and we will see you this summer!



May 2016

The official publication of the American Junior Simmental Association

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A Word From Your President

Morgan Phillips, KY, AJSA President

AJSA Board attends YBIC in Kansas City

Once again, the AJSA Board of Trustees participated in the Youth Beef Industry Congress (YBIC), which was held in Kansas City this past March. The Trustees, along with junior board members from other breed associations, spent three days gaining additional information and training to make the AJSA an even stronger youth association. More than 140 youth leaders were in attendance at the meeting. Our three days in Kansas City were filled with leadership building workshops, industry guest speakers, and a tour of Biozyme, Inc., as well as a visit to the American Angus Association Headquarters.



Our interaction with other junior board members while at the conference was extremely beneficial for those of us in attendance. We made great connections, gained new ideas for our programs, and were able to organize our thoughts for event planning. With that being said, we are very excited about the potential changes within our Association. We even made time to meet for a full board meeting to discuss the details regarding our Regional and National Classics. When the AJSA Board left Kansas City, we were excited for our summer and eager to share our new ideas with the membership.

••A reminder to those of you who will be in attendance at the National Classic ~ we will once again have our annual membership meeting and invite all of you to attend so your voice can be heard as well as voting for our new Trustees. Have a fantastic summer, and we hope to see you all in Des Moines!!

– What's Inside –

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 New Director of Youth & PTP Programs

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Meet Our 2016 AJSA National Classic Coordinators

Service Project Update

Change is a Good Thing



Meet Emily Jackson, New Director of Youth & PTP Programs



By Jessica Smith, MS
Membership Communications

As many of you already know, the American Simmental Association has hired a new Youth and PTP Coordinator! I've always believed that when one door closes, a window of opportunity opens, and since Emily Jackson has been hired, windows have been opening - we are excited to have you on board!!

Although new to the ASA and AJSA, Emily is an old pro when it comes to cattle shows and youth programs. She was raised near Waco, Texas, on a diversified cattle operation, which includes a registered and commercial Brangus cow/calf herd as well as a dairy. Her family also manages a back grounding operation for dairy calves, owns a Bermuda sprig business and grows corn and milo. Growing up, Emily was actively involved in the National Junior Brangus Association as a junior board member and has years of breed association and junior national experience.

Emily first attended Butler Community College, in El Dorado, Kansas, as a member of the 2011-2012 livestock judging team. While there, she was involved with the 2012 All-Kansas Academic Team and graduated with the Butler Hubbard Award, as one of the college's top four students. From Kansas, Emily attended Texas Tech University, where she was a member of the 2013 Senior College All-American Livestock Judging Team. Finally,



Emily was a member of the 2013 livestock judging team at Texas Tech where the team placed 1st at Denver and Houston.

Emily graduated from Texas Tech University Magna Cum Laude with a Bachelor of Science in Animal Science. Fresh out of college, she worked for the State Fair of Texas for a semester as the Youth Activities Intern. There, she helped oversee all competitive events, from the Ag Science Fair to the Dairy Judging Contest, basically anything an exhibitor could enter except the cattle show!

Emily Jackson



Newest ASA Team member, serves as Director of Youth and PTP Programs.

"Working for the State Fair gave me the opportunity to see how stressful and tiring a 24-day show can be," Emily states, "but it also allowed me to interact with some of the most amazing staff members and to learn how to work together. When it comes to show time, whether it's your responsibility or not, if a job needs to be done - step in and do it."

Following her stint at the State Fair, Emily took a job with the Ohio Cattlemen's Association (OCA) and Ohio Beef Council (OBC) as Director of Public Relations and Marketing. She worked with chefs, doctors, athletes, advertising agencies, and anyone else who influenced beef consumption in the state of Ohio. Emily says working in Ohio she learned to appreciate any and all types of beef producers from conventional to organic and everything in between. "What I learned was, as a beef industry,



Emily and fiancé, Garrett Lochner, on her family's dairy farm in central Texas.

we need to present a united front as "one industry" rather than launching marketing ploys against each other. That is the beauty of the ASA; so many types of breeders and youth can come together to form one united front as a Simmental breed. I have great respect for the building of one great name!"

Even though Emily is just getting her feet wet in the Simmental breed, she has a vision for the future of ASA and AJSA. She says that growing the junior program is one of her goals for her new position. As an AJSA, we pride ourselves on raising great leaders. "Whether that comes from the show ring or a leadership event, I would love to continue to find ways to include all types of junior association members," says Emily. "The ASA has continuously been at the forefront of cutting-edge genetic research, EPD utilization and technological advancement. As an Association, I am proud to be joining this group!"

When I asked Emily what she would like to say to both the ASA and AJSA membership, she wanted to stress that she is always available! She encourages the membership to reach out to her whenever there is anything she can help with! It's safe to say Emily is here to serve the membership and will be a great asset to the American Simmental Association. Welcome to the team, Emily!

Fun Stuff in Des Moines



By Jody Baragary, KS
North Central Trustee

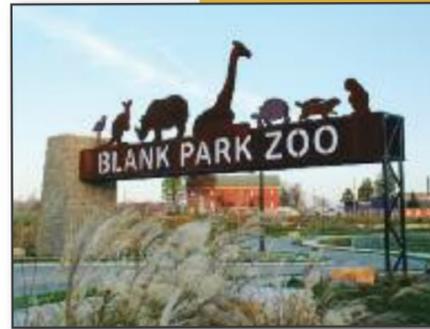


Looking back at my first National Classic in Sedalia, Missouri, one of my favorite memories from that trip did not actually happen at the show. While every other one did, this particular memory stemmed from my adventurous mother suggesting that we go exploring and see what Sedalia had to offer. That day, I found a vintage formal dress at an antique store that I still wear to this day. This year in Des Moines, I suggest if given the opportunity, we all do the same.



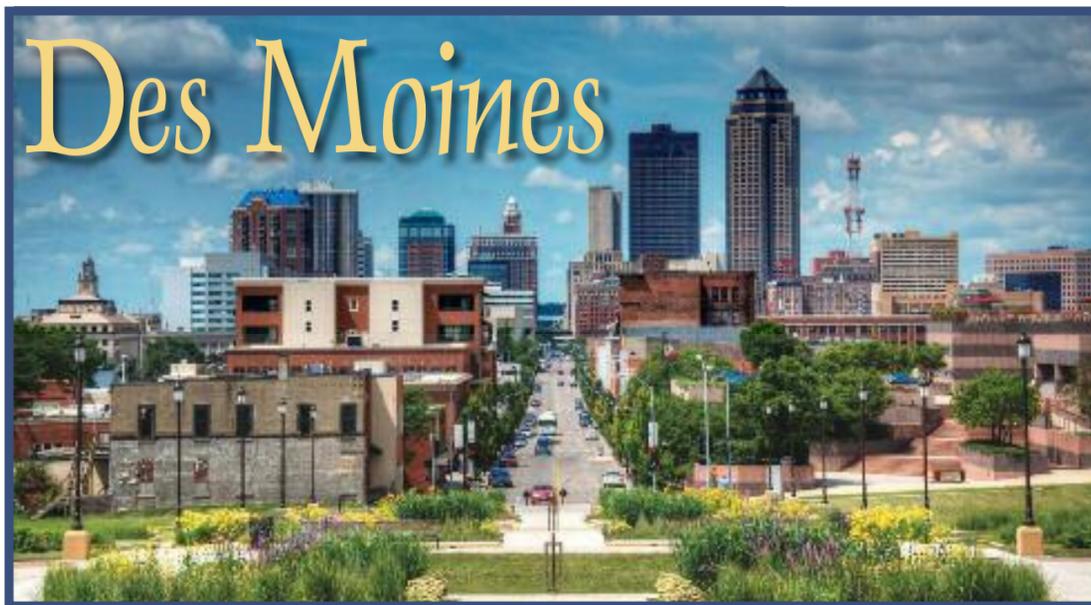
Des Moines, Iowa, is home to many fun and quirky destinations. One that AJSA members may enjoy, as well as their parents, on the first of our events, is the Downtown Farmers' Market. Take advantage of each vendor to get some snacks for the week. From fresh produce, to kettle corn, this is an awesome way to grab some healthy food as well as supporting local producers.

Because the National Classic is held in July, we know the weather can get pretty hot. Des Moines is known for its beautiful state capitol building and grounds. Visiting the state capitol building would be a great family activity to take break from the show and cool off. The capitol building is known for its colors of marble, works of art, and wood and stone carvings. Along with the state capitol building, Des Moines has a great art center, which would also be a new experience while cooling off.



Who doesn't love a zoo? While we will be at a cattle show and around animals all day, zoos are always a great time. The Blank Park Zoo located in Des Moines is one of the top tourist attractions in Des Moines. From tigers to rhinos, along with a variety of other animals, this would be a sure change in scenery from cattle. In addition to this, it is very affordable and appealing.

We all love our cattle, and let's face it, our summer vacations are spent at cattle shows, sometimes it is nice to go out and explore new surroundings. So when you are in Des Moines this summer, go out and find something new and make a memory that you will not forget!



Meet Our Cattle Show Judges

for the 2016 AJSA National Classic in Des Moines!



By Garrett Stanfield, KY
Eastern Trustee

As in year's past, the 2016 Denim and Diamonds cattle show judges are nationally known and well-respected. We are excited that they have accepted our invitation to judge our cattle in Des Moines. Both judges have evaluated cattle across the U.S. and at some international shows. We are pleased to have these exceptional industry leaders selecting our cattle at the 2016 AJSA National Classic.

Chris Mullinix, Manhattan, KS, will serve as the Bred and Owned Cattle Judge at the 2016 National Classic. With the separation of the bred and owned cattle from the owned cattle, we are proud to announce Mr. Mullinix as the judge for the Association's first separated show. He serves as the judging coach at Kansas State University, and has extensive knowledge of the cattle industry along with many years of judging experience. He has judged in nearly every state in the United States and a large majority of the national shows as well as some Texas majors.



Charlie Boyd, Mays Lick, KY, will serve as lead judge of Owned Cattle at this year's National Classic. Mr. Boyd owns and operates one of the nation's premier herds of Angus and Hereford cattle, placing numerous bulls in stud over the last few years and selling cattle across the country. He has a vast amount of knowledge with regard to the purebred and commercial segments of our industry.

Meet Our 2016 AJSA National Classic Coordinators



By Kiersten Jass, IA
North Central Trustee

With the National Classic fast approaching, 2016 Coordinators, Tammy Heaton and Gina Long, are excited about the upcoming event. Both Tammy and Gina are so pleased to have everyone return to Iowa for another huge success! Iowa Simmental played host to this national event in 2010, which was a record-breaking success with participation from breeders and youth exhibitors from all across the U.S.

Anticipated to be the "largest National Classic in Simmental history" Tammy is looking forward to the 2016 Denim and Diamonds National Classic, hoping to break the 2010 record. She is excited about the great cattle that will be exhib-

ited, but more importantly all the juniors who will be in one place and who all love the Simmental breed. Gina would like to thank the Iowa Simmental Association, along with the Iowa Junior Simmental Association, for all of their help and hard work to make this National Classic one that will be long remembered.

Both Tammy and Gina are grateful to all the breeders who have donated semen or embryos to the Herd in a Tank fundraiser and to everyone who has purchased tickets. Tickets are still on sale, if you have not bought one, contact any Iowa Junior Simmental Association board member or Gina Long.

Tammy and Gina, along with all the Iowa adult and junior Simmental members, hope to see everyone at the Denim and Diamonds National Classic, July 9 - 15, in Des Moines.



Tammy Heaton



Gina Long

Have something you would like to see in the Hotwire?

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