

# 2018 AJSA Events

## 2018 AJSA Classic Dates

- April 1** – AJSA Classic Entries Open
- May 7** – Regional Classic registration entry and ownership deadline, 4:30 pm MST. Event registration fees double between May 7, 2018, 4:31 pm, and May 14, 4:30 pm. MST
- May 14** – Regional Classic final event registration deadline, 4:30 pm.
- May 14** – National Classic registration entry and ownership deadline, 4:30 pm. MST. Event registration fees double between May 14, 4:31 pm, and May 21, 4:30 pm. MST.
- May 21** – National Classic final event registration deadline, 4:30 pm.
- June 1** – Silver and Gold Merit Award Applications, Photography Contest, Interview Contest, Trustee Applications Due.
- June 12-16** – AJSA North Central Regional Classic, Springfield, IL
- June 13-16** – AJSA South Central Regional Classic, Fayetteville, AR
- June 20-23** – AJSA Eastern Regional Classic, West Springfield, MA
- June 20-23** – AJSA Western Regional Classic, Yreka, CA
- July 1** – Deadline for Summit Leadership Conference Registration
- July 2-7** – AJSA National Classic, St Paul, MN
- September 28** – AJSA Steer Profitability Competition entry deadline.
- AJSA Summit TBA

*\*All deadlines are Mountain Daylight Time*

**2018  
AJSA  
National  
Classic**



**2018 AJSA  
National Classic**  
Minnesota State Fairgrounds

AJSA Headquarters Hotel  
Radisson Hotel  
Roseville, MN  
800-333-333

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## Service Project for the 2018 National Classic



By Emily Ivey  
Eastern Trustee

Believe it or not, planning for the 2018 AJSA National Classic is already underway. Recently the AJSA Board met and after much discussion selected the Keystone Community Services in St. Paul, Minnesota, for our service project. The Keystone Community Services in a non-profit organization



that provides much needed services to the people in the St. Paul area. Keystone Community Services has a variety of programs benefiting youth, families in need, and senior adults. Through the youth programs, Keystone strives to help youth develop the tools they need to become successful adults. Keystone supports senior adults through in-home social services. Keystone's Food Shelves provide quality, healthy food for their neighbors in need, helping them to be self-sufficient, stable and successful. It is the Food Shelves program that our service program will focus on. We ask that junior members collect quality, healthy canned foods. Bring these canned foods with you to the National Classic in St. Paul. Through hard work and generosity of our members we can help Keystone Community Services continue to make a positive impact in the St. Paul community!



## Rule Changes



By Kaylie Huizenga  
North Central Trustee

Throughout the year the AJSA Board of Trustees reviews our Regional and National Classic rules along with the AJSA bylaws to strive to make changes that will keep our Association moving in a positive direction. One of our most recent bylaw changes was officially passed by our membership at our annual membership meeting at the National Classic this summer in Hattiesburg, Mississippi. A new Trustee election process will now take place this summer and it is as follows: Trustee candidates must submit application through email to [ajsa@simmgene.com](mailto:ajsa@simmgene.com) by the application deadline of the designated year. Three days following this deadline, a list of trustee candidates will be sent to the membership through electronic format. Any member wanting to run as a write-in must have ten nominations from active AJSA members at least eight years or older as of January 1, from their designated region to be con-



sidered for the ballot. Write-in applicants receiving the appropriate number of write-in votes must have their application in no later than one week following notification from ASA. Applications will weigh 15% in the election process. All candidates will go through an interview process at the AJSA National Classic and this will account for 15% in the election process. The membership quorum at the Annual AJSA Membership Meeting will complete the voting process.

The majority vote will weigh for 70% in the election process. AJSA Trustee Candidates must be in attendance for the duration of the current National Classic in order to be considered.

AJSA Trustees work very hard throughout the year to continue our Association, and we feel this new election process will help us get the most qualified and dedicated candidates. Though being a Trustee may require time and hard work, it is also a very rewarding experience. Being an AJSA trustee has been one of the greatest opportunities I have ever received. Not only has it allowed me to travel, learn more about our industry, and become a better leader, but it has also allowed me to make a great deal of connections within the industry and make friends that will last a lifetime. Be on the lookout for AJSA Trustee applications this spring and summer, we can't wait for another great group of candidates!

## President's Update

Jordan Cowger, AJSA President

Hello everyone! I hope this article finds you well as you're starting to wrap up the winter show season and head into spring calving. The AJSA board of trustees have had a blast meeting and working with you all at the major PTP shows. AJSA trustees Cole Liggett, Kaylie Huizenga, and Clay Sundberg had the opportunity to work the American Royal show in Kansas City where they watched a Purebred Simmental be named Supreme Champion! It is an exciting time to be a Simmental breeder and AJSA member! Then trustees Michelle Helm, Joel Mackey, Keanna Smith and myself had the opportunity to work with you all in Louisville, KY at the NAILE. This show was exciting as it is one of the most highly represented shows for the Simmental breed. If you're heading to Denver or Fort Worth either with cattle in tow or just to connect with friends and breeders, be sure to meet the AJSA trustees who are there. They would love to get to know you and meet the members they are serving.

One exciting update coming to the AJSA is the addition of a Bred & Owned bull show at our summer Regional/National Classics! We are excited about the addition of this division to our show because we believe that it encourages AJSA members to take pride in the genetics they have raised that they can either continue to grow their herd with, or to sell encourage the continuation of learning about the Simmental



Jordan Cowger

bull market. Be sure to be on the lookout for the specific guidelines and details released on this show addition when the official 2018 Regional/National Classic rules are published!

Another addition to our National Classic is the addition of the Steer Profitability Contest (SPC) to the overall points competition. The SPC contest will count as a cattle entry in terms of points, and just like showing cattle the SPC candidate will have to complete 4 of the 5 educational contests to receive points for their cattle entry. Just as before, only one cattle entry may be counted for points. However, we are excited to continue expanding the SPC program and hopefully adding a variety of members and newcomers to our National Classic. The 2018 SPC entries just hit the feedlot around a month ago, so get excited to see the results and their further incorporation into our National Classic program next summer!

The AJSA Trustees will be heading to Bozeman in March to continue working to make our Association the best it can be and to prepare for all our exciting summer events. As always, if you have any questions, concerns, or ideas you want us to consider as we head into our spring meetings, please don't be afraid to reach out to a Board member to get your ideas on the table. We are here to serve you and look forward to seeing everyone this summer!

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### 2018 Regional Classics

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## New Ring of Champions PTP Sweepstakes



By Clay Sundberg  
North Central Trustee

ASA RING OF CHAMPIONS 2017-2018



The American Simmental Association is very excited to add the "Ring of Champions" to the four major PTP shows for the fall and winter of the 2017-2018 show year. The four major shows include: 2017 American Royal, 2017 North American, 2018 National Western, and 2018 Fort Worth Stock Show. As the "Ring of Champions" wraps up at this year's National Show at the Fort Worth Stock Show, awards will be presented to the animal of the

year in each of the four categories. These categories will include: Purebred Heifer of the Year, Purebred Bull of the Year, Percentage Heifer of the Year, and Percentage Bull of the Year, with prizes that include a banner and recognition in the ASA Publication, Inc.

The Ring of Champion animals will be determined by a compilation of points awarded at each of the qualified shows. Points are awarded in class depending on the size of the class.

Along with class points, additional points will be awarded to division and overall champion and reserve animals. Qualifying animals must be exhibited by an active member of the American Simmental Association and must abide by all PTP show rules. Further rules and details on this new opportunity of recognition for your hard work and dedication can be found on the American Simmental Association's website, [www.simmental.org](http://www.simmental.org).

## AJSA Members: Where are they now – Emily Brinkman



By Cole Liggett  
Eastern Trustee

Emily Brinkman may be a familiar face for older AJSA members as she served on the AJSA Board of Trustees from 2008-2012 and served as Board Chairmen in 2011 and 2012. Brinkman was one of my biggest mentors growing up in the Ohio Junior Simmental Association (OJSA) and AJSA, and I still go to Brinkman for advice. Brinkman pushed me to join the Board of Trustees and I can't thank her enough for helping me step out of my comfort zone.

She was raised in Northwest Ohio on her family's row crop farm (wheat, soybeans and corn) and 40-head Purebred Simmental cow-calf operation. Brinkman completed her agriculture communications degree at Oklahoma State University in December 2012. After college, she began working in the agriculture industry as a graphic designer. In November 2014, she left her full-time job and started her own agriculture marketing agency, Generation 6 Marketing, which she continues to do today. Brinkman stays involved in the Simmental breed from a variety of aspects. She moved back to her family's farming operation in April 2016, and she has helped grow their cow/calf herd numbers to 70 cows, which she helps manage on a day-to-day basis.

Brinkman works with clients daily on their marketing campaigns and graphic design needs helping them market their own Simmental/SimGenetic cattle. In the Fall of 2016, Brinkman began serving on the American Simmental-Simbrah Foundation board, helping advocate for the many impacting programs the ASF works to support.

**Who was someone you looked up to while in the AJSA?**

There were so many people I looked up to while in the AJSA, from members to Trustees. There is no way I could begin to name them all, but each person played an impacting role in who I am today. From members who helped me overcome my fear of public speaking by bribing me with ice cream, to others who took the time to help me learn how to clip and fit. You do not realize how impacting ten minutes of your time can influence someone who is less experienced in that field of interest.

**What was your favorite contest at AJSA Regional and National Classics and how has that helped you in your career/life today?** Sales Talk. I love talking about cattle and have always enjoyed the challenge of a quick sale of a heifer. I can now apply that in my own business of working with clients daily, determining their needs and budget and still helping them find the right fit.

**What was the biggest thing you took away from being in the AJSA?**

The friendships and memories are the best part of being in the AJSA. I work professionally now with some of those friends on a regular basis and it's so nice to know the person on the other side of the email or phone call. But I can't fail to mention that the educational contests have also helped shape me into who I am today. I was quiet and shy when I first started in the AJSA and this youth program made me grow into a person with skills to use every day, from speaking to large groups of people to handling individual sales, evaluating cattle, and so much more that I would've never gained if not for the AJSA!

**If you could go back and give your younger self some advice, what would it be?**

Enjoy every minute of your AJSA career – it goes by way too fast! It doesn't seem like it's already been five years since my last National Classic. I miss the people that have become close friends, the stout competition in the contests, and the cattle shows. These are some of the best moments of your life, cherish this unmatched experience with your friends and family!



Emily Brinkman

## Past Herdsman of the Year: Gibson Priest



By Keanna Smith  
Western Trustee

I was able to meet up with Gibson Priest, 2015 Herdsman of the Year, talk about how he got started in the Simmental industry, and what the AJSA means to him.

Priest was blessed enough to win a raffle at his local youth cattle show which was for a Simmental bull from Mr. Burt Jeffords. After contacting Jeffords, he worked out a deal to trade the yearling bull for an open heifer since his family did not even have any cattle at the time. This heifer got him started in the cattle business, and not only did it get him a start, but he also gained a friend, mentor, and business partner with Jeffords. Priest has used the AJSA to not only get him started with a business, but it has also helped set him up with future opportunities. The cattle business and youth agriculture organizations such as 4-H and FFA have greatly molded him into the person that he is today. He is reminded nearly every day what great opportunities he has had to be a part of such great organizations and to have been a part of agriculture and the cattle business.

The Simmental breed is very close to his heart for so many reasons, but the Junior program and staff are definitely first rate and the most helpful that you will come in contact with. Priest feels like being part of the AJSA is more than sending in membership every year so that he could show at the Regional or National Classics. The AJSA pushes its members to be the best and most productive young people possible. Growing up in the Simmental breed, the thought of mandatory contest participation to be able to show was not appealing at first, and he is

sure it is not to many youth. When young people go to Regional and National Classics, a few things are certain: a great time will be had by all, youth will leave the contest and show feeling better about themselves with added confidence and they will gain knowledge not only from a cattlemen's standpoint but from a social standpoint by learning how to communicate with others and how to conduct business with success.

After high school, Priest moved to Texas to manage a seedstock operation and begin his college career. Once he realized that living in the Midwest was not for him, he decided to move home only to be offered a management position from Burt Jeffords. So now, not only does he consider him a friend and mentor he is also his boss and partner on many of their donor cows. "Our partnership has grown to over 30 head of Simmental, SimAngus™, and Angus cows which cater to seedstock and commercial breeders," Priest says.

To Priest, a herdsman is the men and women who are behind the scenes breeding cows and making management decisions, all of which get overlooked in so many ways. In retrospect these decisions usually make the biggest strides for success of an operation. He says, "The honor of being named Herdsman of the Year meant that my name was added to an elite group of cowmen and women who dedicate their time and energy to their passion for cattle. There is nothing I would rather do than spread the word about the positive strides agriculturalists, namely cattlemen, are making to serve the safest and most nutrient rich



Gibson Priest

protein in the world."

Lastly, Priest had some advice for younger members that are just starting out. The advice was he strongly recommends for youth to participate as much as possible. If it is possible for young people to go to the Regional and National Classics, then that is an excellent opportunity. Personally, he suggests for youth to do all of the leadership contests offered at these events instead of just the number that are required. "This not only helps your odds of doing well in the points contest, but the knowledge gained from these contests have been paramount in my success not only a Junior member but as a cattlemen as well," Priest concludes.

## AJSA Members: Where are they now – Shannon White



By Michelle Helm  
Vice President of Communications



Shannon White

**What has been your involvement in the AJSA?**

I started going to different Simmental shows in 2005, but my first real involvement was running around the office as a baby in Bozeman when my dad was the Junior advisor.

**How did you get started in the Simmental business?**

I got started with my family's previous involvement with the breed. Then when I was old enough to show cattle, we started getting a few Simmental heifers. After a few years we went to my first National Classic and I fell in love! I was hooked after that.

**What was your favorite moment as an AJSA member?**

I don't know if I could pinpoint one favorite moment. If I had to choose though it would have to be when I got elected onto the Board of Trustees. I knew that I was about to be a role model to younger kids and be able to help them grow with the breed and develop a passion for it, just like I did.

**What is your current job/position?**

I'm currently in a Beef Sales role with Cargill out of our Denver Sales office.

**How has your role in the Simmental industry impacted you at your current position?**

As much as I hated the educational events when I was younger, those have impacted me the most. I developed communication and critical thinking skills with all the events which have helped me excel in my position.

**Do you have any advice to Junior members as they are starting their livestock career?**

Do every educational event you can!! I know they don't require you to do all of them, but I did every time (that was my parent's policy). I used to hate the Public Speaking contest more than anything. But it helped me get substantially better at communication and giving presentations. I have never been a big public speaker, but doing that contest two times a year helped me evolve and, although I'm still not a fan of it, I'm so much better at talking to people and explaining things as a result. And thanks to the questioning aspect of Public Speaking and Sales Talk, I can quickly respond to my customers when they ask me a question. Finally – don't be afraid to ask for help! If you're younger and want to excel, go up to those older members that have done well in contests or former members and ask them for advice, ask them for help. Make a point to go out of your way to grow as an individual and excel in the things you enjoy.

**What advice kids can do to kickstart their future careers?**

Internships! I can't express enough to college students and younger kids to make sure to get an internship. I started applying for internships my freshman year of college. As a result, I had multiple offers for the summer between my junior and senior year. I took an internship with Cargill and was offered a position at the end of my internship. While some of my classmates were stressing about classes and trying to find a job for when they graduated, my biggest concern was getting to class and getting good grades. It's NEVER too early to start looking at what you want to do, asking questions to people who are already in certain roles or with certain companies, or interviewing for positions. Practice makes perfect!

## Thank you to Circle M and Hudson Pines



By Cole Liggett  
Eastern Trustee

The American Junior Simmental Association would not be able to do many things without the generous support of our sponsors. On behalf of the AJSA Board of Trustees and members, I would like to thank all of our sponsors large and small for their kind donations over the years. Every amount has a huge impact on our Association. In particular, the Board of Trustees would like to thank Circle M Farms and Hudson Pines Farm for their continued support to the AJSA throughout the years.

The Circle M Farms foundation began in 2006 with two bred heifers. Over the years Circle M has developed and expanded to more than 300 Simmental and Angus cattle. The Circle M Farms show barn is located outside of Rockwall, TX, while the ranch is in Grand Saline, TX. Circle M is owned by Craig McCallum and managed by Greg Burden.

Hudson Pines Farm in Sleepy Hollow, NY, was started by Peggy Rockefeller who dedicated her life to the advancement of

the Simmental breed. After her passing in 1996 her husband, David Rockefeller, kept the farm going until he passed away this past March. Hudson Pines Farm has been in the Simmental business for over two and a half decades.

We greatly appreciate the support of Circle M and Hudson Pines Farm. Circle M and Hudson Pines are great families that will be greatly missed within the Simmental business.



**Have something you would like to see in the Hotwire?**

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